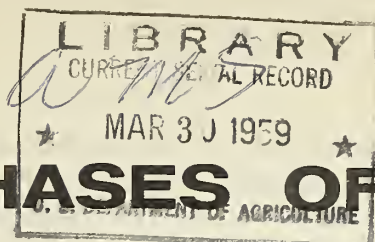


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# CONSUMER PURCHASES OF

## Selected Fruits and Juices

By Regions and Retail Outlets

October-December 1958



CPFJ- 78

UNITED STATES DEPARTMENT OF AGRICULTURE

Agricultural Marketing Service

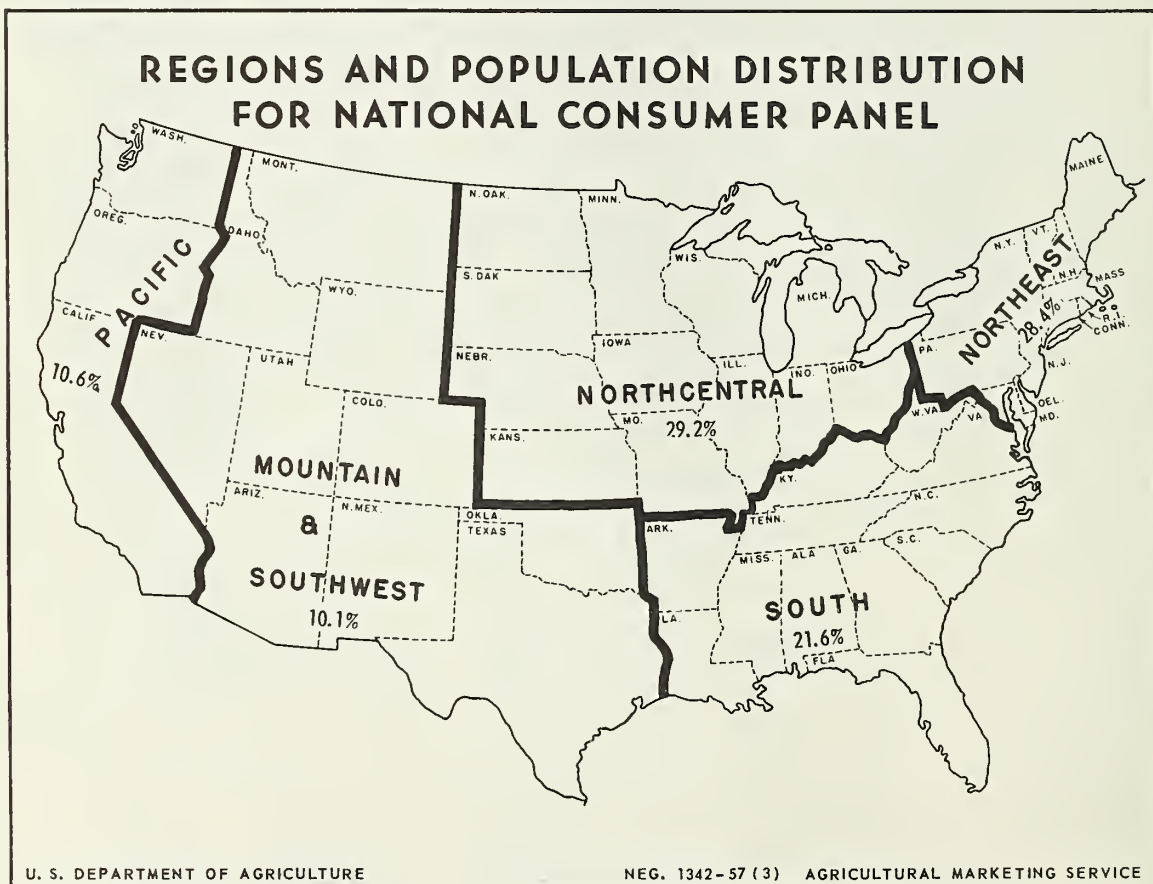
WASHINGTON D.C.

## FOREWORD

This series of quarterly reports summarizes data on purchases by householders of selected fresh citrus fruits, canned juices, frozen concentrated juices, and ades. These reports supplement the monthly series, "Consumer Purchases of Fruits and Juices," by providing information on household purchases of these products by geographic regions and by types of retail outlets.

This information is collected as part of a broad marketing research program directed toward improving and expanding markets for agricultural products. The data, which are provided by the Market Research Corporation of America under contract with the U. S. Department of Agriculture, represent estimates projected from a nationwide consumer panel of approximately 6,000 families. They show the general level of purchases of each product, trends in the range of purchases, retail prices, and other related factors of interest to those engaged in the marketing of the products.

The first of this series of reports covered October-December 1949. The series represents part of a program financed cooperatively by participating fruit industry groups and the U. S. Department of Agriculture. The funds used by the Department of Agriculture are provided under authority of the Agricultural Marketing Act of 1946.





# CONTENTS

	<u>Page</u>
Summary.....	4
Concentrated juices and ades.....	5
Single-strength juices, ades and drinks.....	6
Fresh and canned fruit.....	8

## Figures and Tables

### Purchases and prices paid by regions and retail outlets

	Figures 1 - 5.....	10-14
Table 1	Summary.....	15
2	Frozen concentrated orange juice.....	16
3	Other frozen concentrated juices.....	17
4	Frozen concentrated lemonade.....	18
5	Shelf-pack orangeade.....	19
6	Chilled orange juice.....	20
7	All canned single-strength juices.....	21
8	Single-strength orange juice.....	22
9	Single-strength grapefruit juice.....	23
10	Single-strength lemon juice.....	24
11	Pineapple juice.....	25
12	Prune juice.....	26
13	Tomato juice.....	27
14	Other single-strength juices.....	28
15	Single-strength orangeade.....	29
16	Pineapple-grapefruit drink.....	30
17	Fresh oranges - all areas.....	31
18	Fresh oranges - California-Arizona.....	32
19	Fresh oranges - Florida.....	33
20	Fresh oranges - Unidentified.....	34
21	Fresh grapefruit - all areas.....	35
22	Fresh grapefruit - California-Arizona.....	36
23	Fresh grapefruit - Florida.....	37
24	Fresh grapefruit - Unidentified.....	38
25	Canned grapefruit sections.....	39
26	Fresh lemons.....	40
27	Fresh tangerines.....	41

March 1959

CONSUMER PURCHASES OF SELECTED FRUITS AND JUICES,  
BY REGIONS AND RETAIL OUTLETS, OCTOBER-DECEMBER 1958

: The data in this report represent estimated purchases of :  
: specified fruits and juices by household consumers only. They:  
: do not include purchases by restaurants, hospitals, hotels, or:  
: other institutional outlets. :

SUMMARY

Household consumers purchased substantially less fresh citrus fruit and citrus products in October-December 1958 than in the same quarter a year earlier. Short supplies, caused by smaller size of fruit and late maturing of crops, and substantially higher prices were associated with the declines. Purchases of canned single-strength orange and grapefruit juices, frozen orange concentrate, and fresh oranges and grapefruit were down roughly one-third. Canned and shelf-pack orangeades, however, declined more moderately, while chilled orange juice, tomato juice, and tangerines, held almost at the year-earlier level. Purchases of fresh lemons and prune and pineapple juices were down about 10 percent (table 1).

On the other hand, there was some increase in purchases of canned lemon juice and frozen concentrated lemonade, a 12-percent gain in grapefruit sections, and fairly large gains in purchases of concentrated and single-strength juices not individually reported. Pineapple-grapefruit drink was up substantially over the level of the last quarter of 1957.

Changes in product coverage: Reporting of household purchases of pineapple-grapefruit drink is begun and reporting of pineapple juice is resumed with this issue of the quarterly series. Total purchases and prices paid for these products were obtained by quarters for 1956-58, but other quarterly data were not available.

Household purchase data for frozen concentrated grapefruit juice, frozen single-strength lemon juice, shelf-pack lemonade, and frozen concentrated orangeade were not obtained after September 1958. The availability of these 4 products in retail food stores, however, will be reported in the companion publication, "Availability of Selected Fruits and Juices in Retail Food Stores," issued twice yearly.

Data for "other" single-strength juices in this report have been adjusted from those previously reported to exclude pineapple juice and pineapple-grapefruit drink. Purchases of all single-strength juices also have been adjusted to exclude pineapple-grapefruit drink. Similarly, purchase data for "other" concentrated juices have been adjusted to include frozen concentrated grapefruit juice.

Tabular data have been revised to include separate tables for each product reported. In addition, purchase volumes are shown graphically for most commodities.



## CONCENTRATED JUICES AND ADES

Frozen orange concentrate.--Household purchases of frozen concentrated orange juice in October-December 1958 were down 37 percent, or 6.7 million gallons, from October-December 1957. Purchases dropped 34 percent in the Northeast and 43 percent in the North Central region. Together these 2 regions customarily account for a little more than two-thirds of the total volume of purchases. In other regions the drop in volume ranged from 30 to 38 percent. The decline reflected a substantially smaller proportion of families buying in each of the 3 months of the quarter, as well as a 19-percent reduction in the average size of purchase per buying family. <sup>1/</sup> The per capita rate of purchase ranged from 4.6 ounces in the South to 13.3 in the Northeast, averaging nationally 8.7 ounces per person. A year earlier, the average per capita purchase was 14 ounces. Prices paid during October-December 1958 averaged 25.1 cents per 6-ounce can, or 4.2 cents per 4-ounce serving compared with 15.5 cents per can, or 2.6 cents per serving in the fourth quarter of 1957 (table 2, figs. 1 and 5).

Other frozen concentrates.--Aggregate household purchases of frozen concentrated juices other than orange were up 21 percent, or 420,000 gallons, from the October-December 1957 level. The gains ranged from 7 percent in the Pacific States to 62 percent in the Mountain-Southwestern region. The largest increase in volume, 164,000 gallons, a 29-percent gain, was reported in the North Central region. Per capita purchases averaged 1.9 ounces for the quarter, compared with 1.6 ounces a year earlier. On the average, about 20 cents was paid for a 6-ounce can of these juices, an advance of 2 cents (table 3).

Shelf-pack orangeade.--Purchases of this product declined about 11 percent from October-December 1957. Buying in the North Central States, the principal market area, was down about 23 percent, in contrast to a sharp increase in the Pacific region. Buying in other regions was too limited to permit reliable estimates of volume. Prices paid, at 19.4 cents per 6-ounce can, were up 2.2 cents (table 5).

Frozen concentrated lemonade.--Household purchases of frozen lemonade were up a little in comparison with October-December 1957. There was a moderate gain in the South, and substantial gains occurred in the Mountain-Southwest and Pacific regions. Most of these gains, however, were offset by reduced purchases in the Northeast and North Central States. Per capita purchases, which varied between 0.3 ounce in the South and 2.2 ounces in the Pacific States, averaged 0.7 ounce nationally. Almost all of the gain reflected increased buying at independent food stores. About 11.4 cents was paid on the average for a 6-ounce can of the product, a decline of 0.6 cent from a year earlier (table 4, fig. 2).

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<sup>1/</sup> See the monthly series of Consumer Purchases of Selected Fruits and Juices for percentage of families buying, and for frequency and size of purchase used for deriving purchases per buying family.

## SINGLE-STRENGTH JUICES, ADES, AND DRINKS

Chilled orange juice.--Consumers purchased a little less chilled orange juice in the fourth quarter of 1958 than in the corresponding quarter a year earlier. Purchases in the Northeastern region, the dominant market area, were down about 10 percent, and substantial declines occurred in the Southern and Mountain-Southwestern States. On the other hand, buying increased more than one-fourth in the North Central States and nearly one-half in the Pacific States, where purchases rose to a new peak level (table 6, figs. 1 and 5).

The per person rate of purchase for the quarter was 4.4 ounces. Regionally, per capita purchases ranged from 0.4 ounce in the Mountain-Southwestern region, where buying was well below that of other regions, to 9.3 ounces in the Northeast. Prices paid averaged 42.1 cents per quart, or 5.3 cents per 4-ounce serving, the highest reported in this series, which was begun in 1956. In October-December 1957, prices averaged 35.9 cents a quart or 4.5 cents per serving.

The decline in volume reflected a lower level of purchases in independent and national chain stores. Buying in regional chains increased 13 percent, although purchases in other outlets, which supplied nearly half of the total volume, held about the same.

Canned orange juice.--Purchases of canned single-strength orange juice for home use in the fourth quarter of 1958 dropped 29 percent, or 1.1 million cases, from the level of a year earlier. The decline was associated with a substantially smaller proportion of families buying and with a moderately smaller average size of purchase per buying family. Buying fell in all regions, with declines ranging from about 20 percent in the Northeast to 52 percent in the Mountain-Southwestern States. In the latter region and in the Pacific States, purchases dropped to record lows for the series. Per capita purchases, which averaged 7.1 ounces nationally compared with 10.1 a year earlier, ranged from 4.1 ounces in the Pacific States to 9.5 in the South. Purchases were made at an average price of 39.7 cents per 46-ounce can, a cost of 3.5 cents per 4-ounce serving. In October-December a year earlier, prices averaged 30.8 cents per can or 2.7 cents per serving (table 8, figs. 1 and 5).

Canned grapefruit juice.--Household purchases of canned grapefruit juice declined about 29 percent, or 800,000 cases, from October-December 1957, reaching a record low for this series. As for canned orange juice, the decline was associated with a substantially smaller proportion of families buying and with a moderate decrease in the size of the average family's purchase. Buying in the North Central region held fairly steady, but in other regions purchases were down from 25 to 52 percent. By type of retail outlet, the decline was most pronounced in national chain stores. Per capita purchase rates ranged from 4 ounces in the Mountain-Southwestern region to 5.7 in the Pacific States, averaging 5.1 ounces for the Nation. In comparison, the average per capita purchase was 7.3 ounces in the fourth quarter of 1957. Prices paid, at 35.5 cents per 46-ounce can, the highest level since mid-1950, were up 8 cents from the last quarter of 1957 (table 9, fig. 4).



Lemon juice.--Household purchases of canned single-strength lemon juice rose moderately over October-December 1957 to the highest level yet reported for the two winter quarters. Increased buying was reported in the North Central and Southern regions in contrast to a decline in volume in the Mountain-Southwestern and Pacific States. Consumers paid about 9.8 cents per 5½-6-ounce can, the lowest reported since 1952 (table 10).

Pineapple juice.--About 10 percent less pineapple juice was bought for home use in October-December 1958 than in the same quarter a year earlier. Per capita purchases averaged 9 ounces for the Nation, with regional buying rates varying from about 6 ounces in the North Central and Southern States to nearly 14 ounces in the Northeast. <sup>2/</sup> About 31 cents was paid, on the average, per 46-ounce can, a little more than a year earlier (table 11, fig. 2).

Prune juice.--Household purchases of prune juice were down 9 percent from October-December 1957. A smaller crop was associated with the decline. Buying dropped about 20 percent in the Northeast and some in the North Central States. In contrast, moderate gains were reported in the Mountain-Southwestern and Pacific regions. Per capita purchases ranged from a little over 3 ounces in the North Central and Southern regions, to 7.8 ounces in the Northeast, averaging about 4.8 ounces per person for the Nation, 0.5 ounce less than in October-December 1957. An average of 38.7 cents was paid for a quart of prune juice, up 5.6 cents from a year earlier and the highest reported in this series (table 12, fig. 2).

Tomato juice.--Household purchases of tomato juice remained at about the level of the fourth quarter of 1957. Purchases were up 11 percent in the Mountain-Southwestern States, but that gain was offset by a decline in the South. In other regions the volume was about the same as a year earlier. Per capita purchases, which averaged 14.4 ounces for the quarter, ranged from 8.1 ounces in the South to 20.1 in the Northeast. Purchases were made at an average price of 28.3 cents per 46-ounce can, an advance of 0.8 cent over the same quarter a year earlier (table 13).

Other single-strength juices.--Aggregate purchases of canned single-strength juices other than the 6 individually reported increased about 14 percent over the fourth quarter of 1957. <sup>3/</sup> Nearly half of the volume purchased was bought in the Northeast, and about one-fifth in the North Central States. On the average, 38.7 cents was paid for a 46-ounce can of these juices, a little more than was paid a year earlier (table 14).

All canned single-strength juices.--The total quantity of canned single-strength juices purchased for home use in October-December 1958 was down about 8 percent, or 1.9 million cases, from the level of the same quarter a year earlier. <sup>4/</sup> Per capita purchases averaged 55 ounces for the quarter, with the

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<sup>2/</sup> Purchase data by regions and retail outlets are not available for 1956-58 when pineapple juice was included in "other" single-strength juices.

<sup>3/</sup> The 1956-58 data reported for "other" single-strength juices have been adjusted to exclude pineapple juice and pineapple-grapefruit drink.

<sup>4/</sup> The 1956-58 data reported for all single-strength juices have been adjusted to exclude pineapple-grapefruit drink which formerly was included in this classification.

per person rate varying between 39 ounces in the South and 78 ounces in the Northeast (table 7, fig. 2).

Pineapple-grapefruit drink.--Household purchases of pineapple-grapefruit drink were up 56 percent from the fourth quarter of 1957. The gain in October-December 1958 reflected a substantial increase in the proportion of families buying. Data are not available to determine changes that might have occurred in the average size of purchase. Per capita buying averaged 7.6 ounces for the quarter, ranging from 3.2 ounces in the South to 12.4 ounces in the Pacific region. The Northeast accounted for 40 percent of the total volume of purchases and the North Central States for about 25 percent. About 42 percent of the total quantity purchased was bought at independent stores and about 33 percent at regional chains. Prices paid averaged 29.8 cents per 46-ounce can, one-half cent less than a year earlier (table 16, fig. 4).

Canned orangeade.--About 14 percent less canned single-strength orangeade was purchased in the fourth quarter of 1958 than in the fourth quarter of 1957. Buying was down 19 percent in the South and 40 percent in the Mountain-Southwestern region, substantially greater declines than reported for other regions. The decline in volume reflected reduced buying at independent groceries. The per person rate of purchase, about 3.3 ounces on the average, ranged from 1.4 ounces in the Northeast to 4.8 ounces in the North Central States. Prices paid averaged 30 cents per 46-ounce can, an advance of 2.2 cents over a year earlier (table 15, fig. 1).

#### FRESH AND CANNED FRUIT

Fresh oranges.--About 35 percent fewer fresh oranges were purchased for home use in the fourth quarter of 1958 than in the corresponding quarter a year earlier. The decline was associated with a substantially smaller proportion of families buying in each of the 3 months of the quarter and with a 12-percent reduction in the size of the average family's purchase. The drop in volume varied from 26 percent in the Pacific region to 42 percent in the South. Buying declined more in national chains than in other major types of retail outlets. Per capita buying averaged 6.4 oranges, varying between 5.2 oranges in the Mountain-Southwestern region to 7.4 in the Northeast. In comparison, per capita purchases averaged 9.5 oranges in October-December 1957. Prices paid by householders, at 48.8 cents per dozen, were up 6.7 cents (table 17, fig. 3).

Purchases of California-Arizona oranges declined about 30 percent. Per capita purchases averaged 2.6 oranges for the quarter, compared with 3.6 oranges a year earlier. Prices paid were up 4.9 cents to an average of 57.9 cents per dozen (table 18, fig. 3).

Purchases of Florida oranges dropped 44 percent in volume. Per capita buying averaged 2.3 oranges, as against 4 per person in October-December 1957. Householders paid an average of 40.9 cents per dozen, an advance of 5.9 cents over the same quarter a year earlier (table 19, fig. 3).



Purchases of Texas oranges declined about 20 percent, and oranges not identified as to area of production, 30 percent. Prices paid for Texas oranges, at 39.5 cents per dozen, were up 10.4 cents from a year earlier, while unidentified oranges, at 48.1 cents, were 8.4 cents higher (table 20).

Fresh grapefruit.--About one-third less fresh grapefruit was bought for home use in October-December 1958 than in the corresponding quarter of 1957. Per capita purchases in the quarter amounted to 1.7 grapefruit, compared with 2.3 grapefruit a year earlier. Prices paid at 95.3 cents per dozen, were up 9.2 cents (table 21, fig. 4).

Purchases of Florida grapefruit, which accounted for a little more than one-half of total grapefruit purchases, were down about 36 percent. Prices paid by householders for these grapefruit averaged 97 cents, 6.9 cents more per dozen than a year earlier. Purchases of California-Arizona grapefruit, down about 28 percent, were made at an average price of 87.8 cents, 12.7 cents over October-December 1957. Buying of Texas grapefruit held steady, with consumer prices up 15.5 cents per dozen to an average of 90.6 cents. Purchases of unidentified grapefruit were down about one-third and prices paid, at \$1 per dozen, were 11 cents higher (tables 22-24).

Canned grapefruit sections.--Consumer purchases of canned grapefruit sections rose 12 percent over October-December 1957. Buying was up about 10 percent in the Northeast and 60 percent in the North Central States, which together customarily account for nearly two-thirds of the total volume of purchases. In contrast, buying in other regions fell off from 9 to 33 percent. Most of the gain reflected increased buying in regional chain stores. Per capita purchases amounted to about 1 ounce in the Southern and Mountain-Southwestern States and a little more than 3 ounces in the other regions. Prices paid by householders averaged 20.4 cents per No. 303 can, up 1.3 cents from a year earlier (table 25, fig. 4).

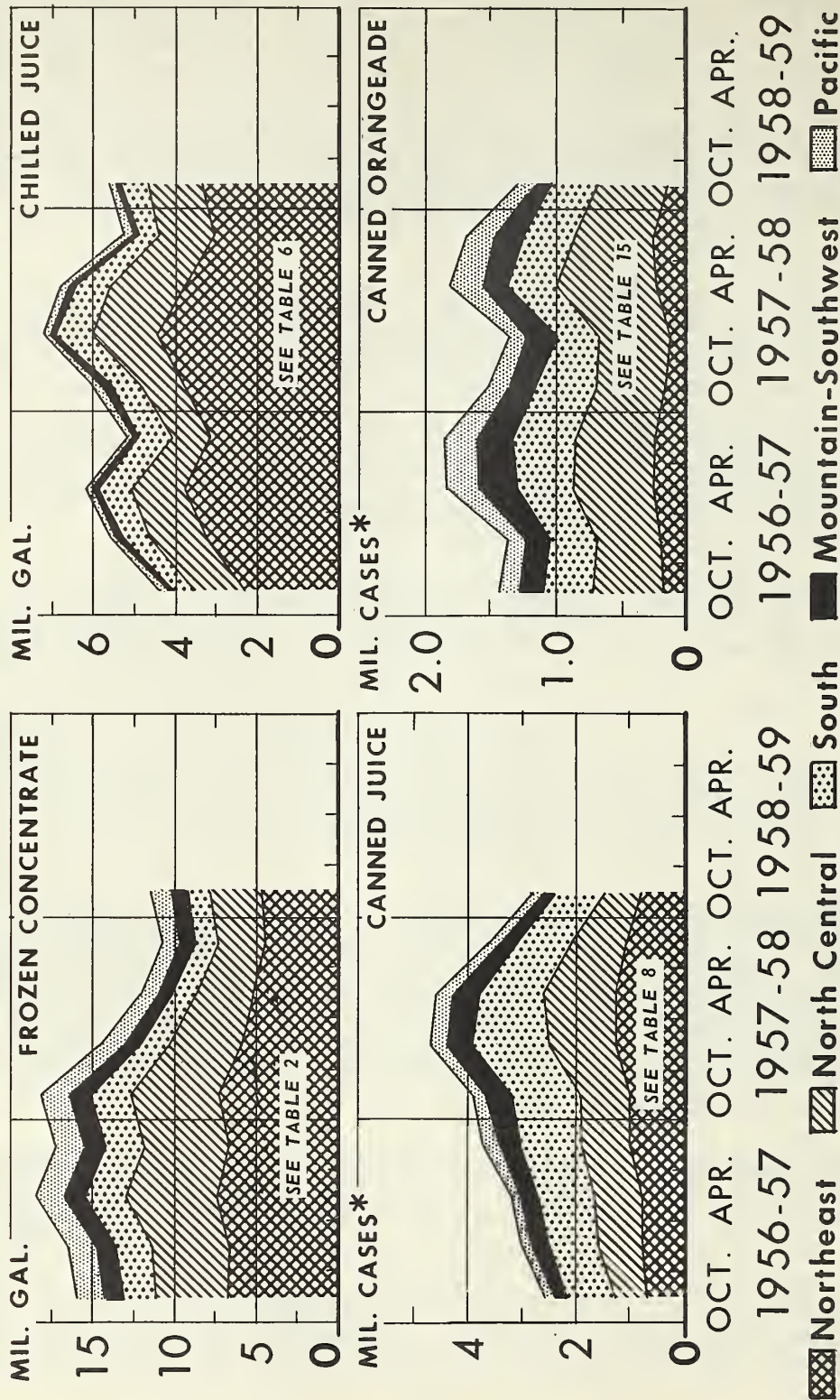
Fresh lemons.--Purchases of lemons for home use were down about 11 percent from the fourth quarter of 1957, reflecting fewer families buying. The volume was down in all regions, with declines ranging from 7 percent in the South to about 15 percent in the Northeastern and Mountain-Southwestern States. Per capita purchases averaged 1.4 lemons nationally, with regional buying varying between 0.9 lemon in the North Central region and 2.3 in the South. An average of 44.8 cents was paid for a dozen lemons, down 1.1 cents from October-December 1957 (table 26, fig. 3).

Fresh tangerines.--Householders purchased about 6 percent fewer fresh tangerines in the fourth quarter of 1958 than a year earlier. Some increases were reported for the North Central and Mountain-Southwestern regions. However, in the Northeast, the principal consuming area, purchases were down about 11 percent. There was a substantial decline in the Pacific States. Purchases dropped in independent outlets, although buying in both national and regional chain stores increased. Prices paid for tangerines averaged 40.1 cents per dozen, 4.3 cents less than was paid in October-December 1957 (table 27).



# ORANGE PRODUCTS

Household Purchases, by Regions and by Quarters



\* EQUIVALENT 24 NO. 2'S

NOTE DIFFERENCES IN SCALE

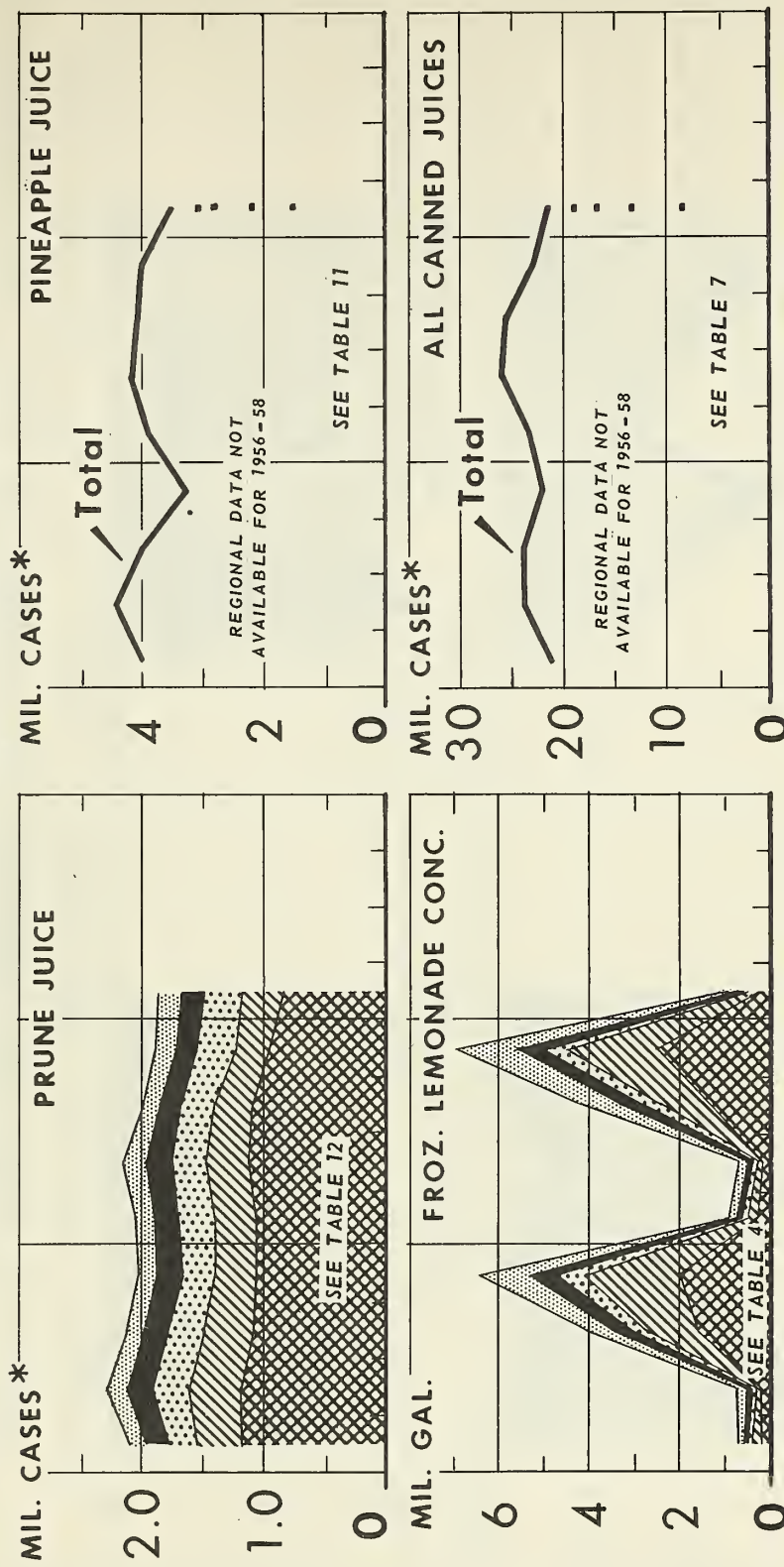
U. S. DEPARTMENT OF AGRICULTURE

FIGURE 1

NEG. 7028-59 (2) AGRICULTURAL MARKETING SERVICE

# JUICES AND ADES

Household Purchases, by Regions and by Quarters



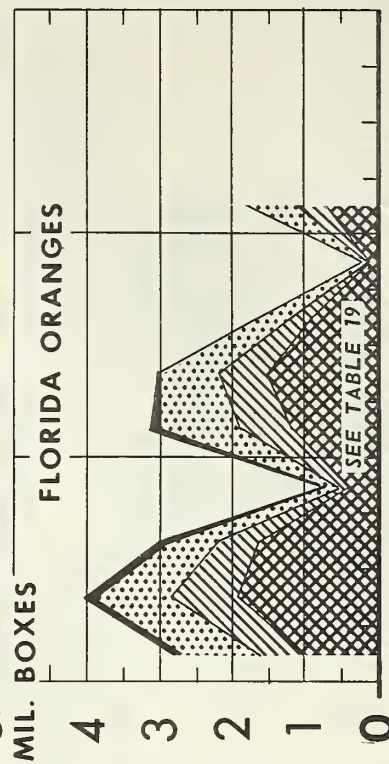
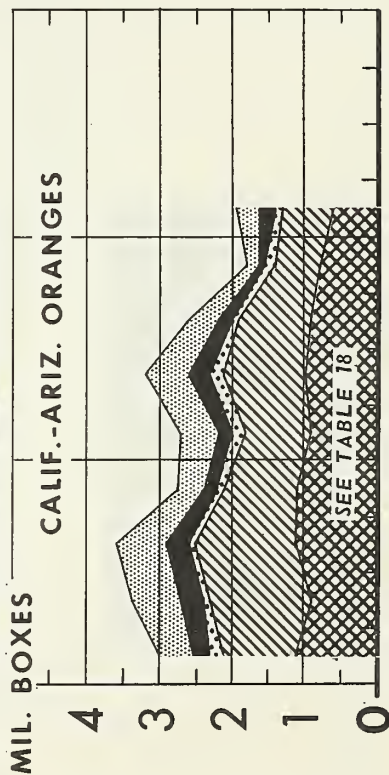
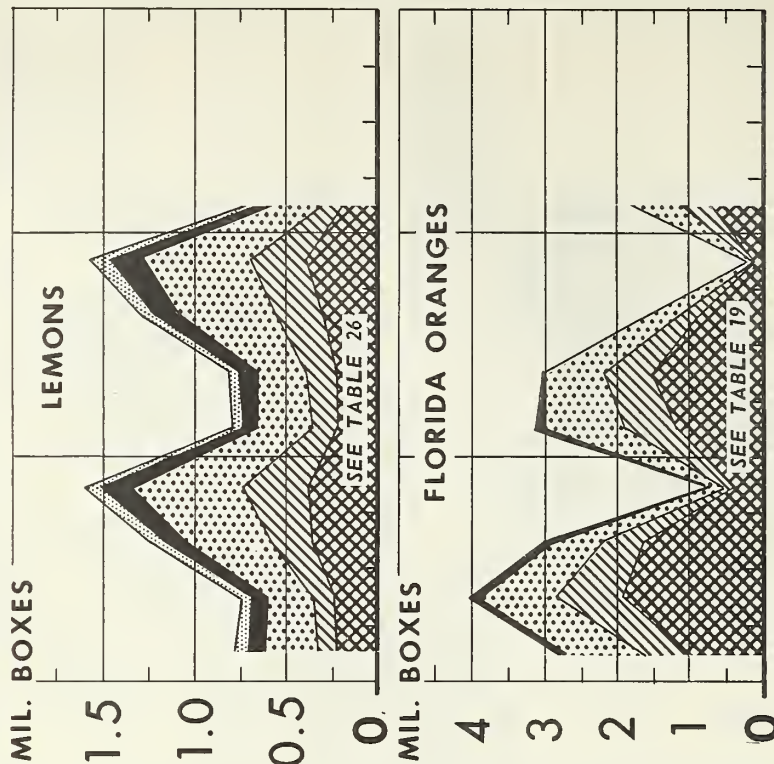
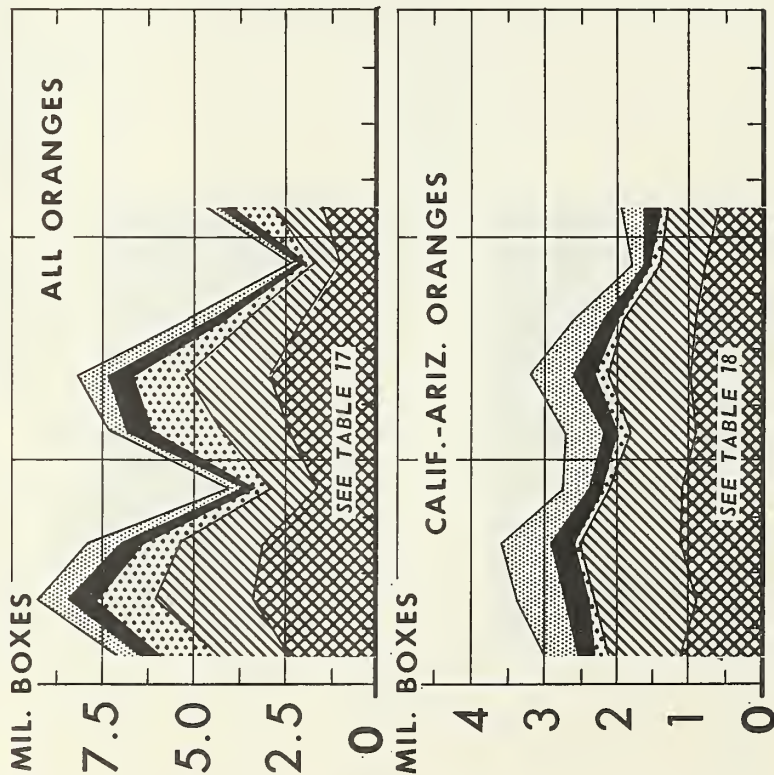
\*EQUIVALENT 24 NO. 2'S

NOTE: DIFFERENCES IN SCALE



# FRESH ORANGES AND LEMONS

Household Purchases, by Regions and by Quarters



OCT. APR. OCT. APR. OCT. APR.

OCT. APR. OCT. APR. OCT. APR.

1956-57 1957-58 1958-59

1956-57 1957-58 1958-59

■ Northeast ■ North Central ■ South ■ Mountain-Southwest ■ Pacific

■ Northeast ■ Mountain-Southwest ■ Pacific

NOTE DIFFERENCES IN SCALE

FIGURE 3

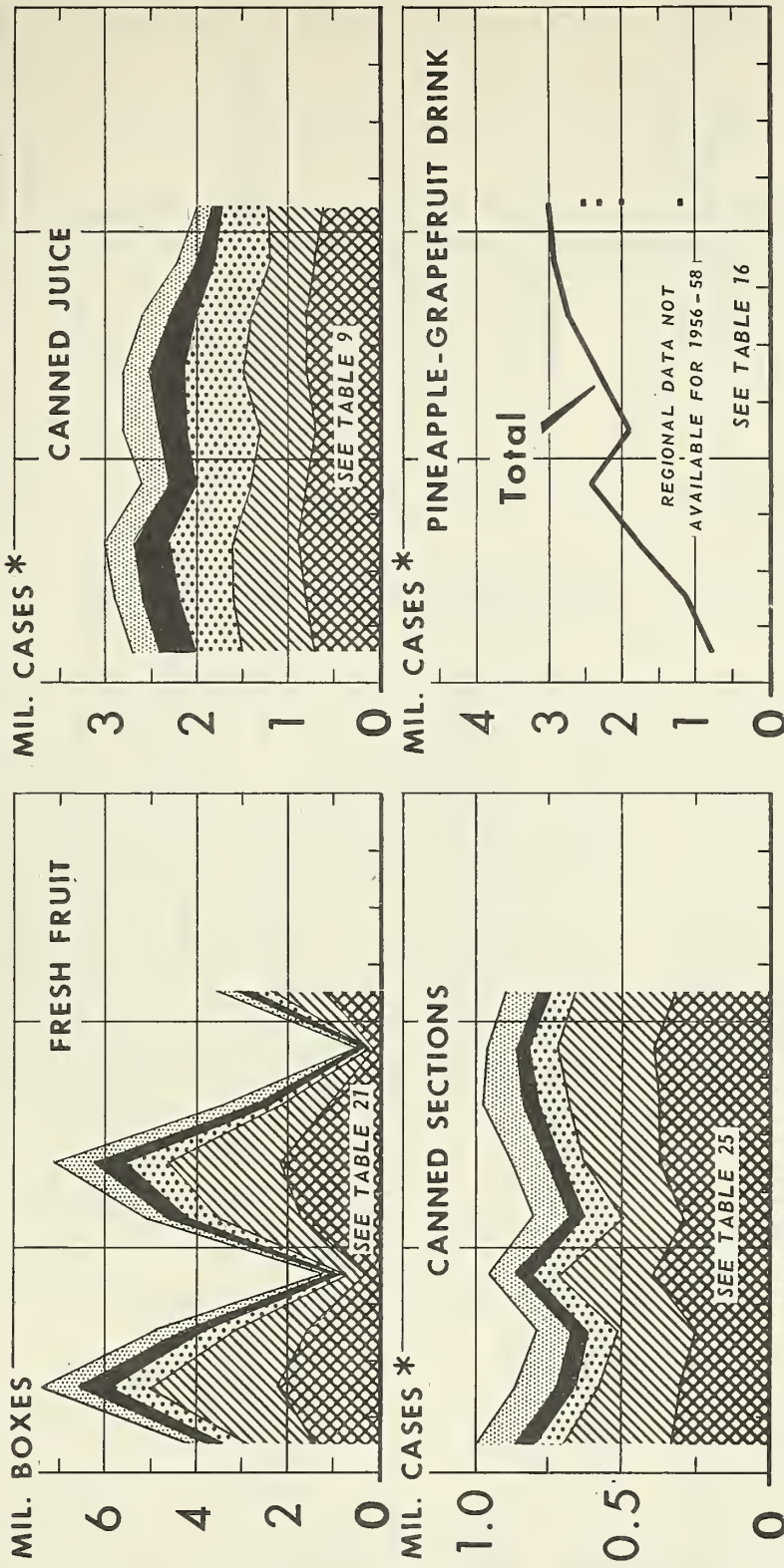
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NEG. 7030-59 (2) AGRICULTURAL MARKETING SERVICE



# FRESH AND PROCESSED GRAPEFRUIT

Household Purchases, by Regions and by Quarters



OCT. APR. OCT. APR. OCT. APR.

1956-57 1957-58 1958-59

Northeast
 North Central
 South

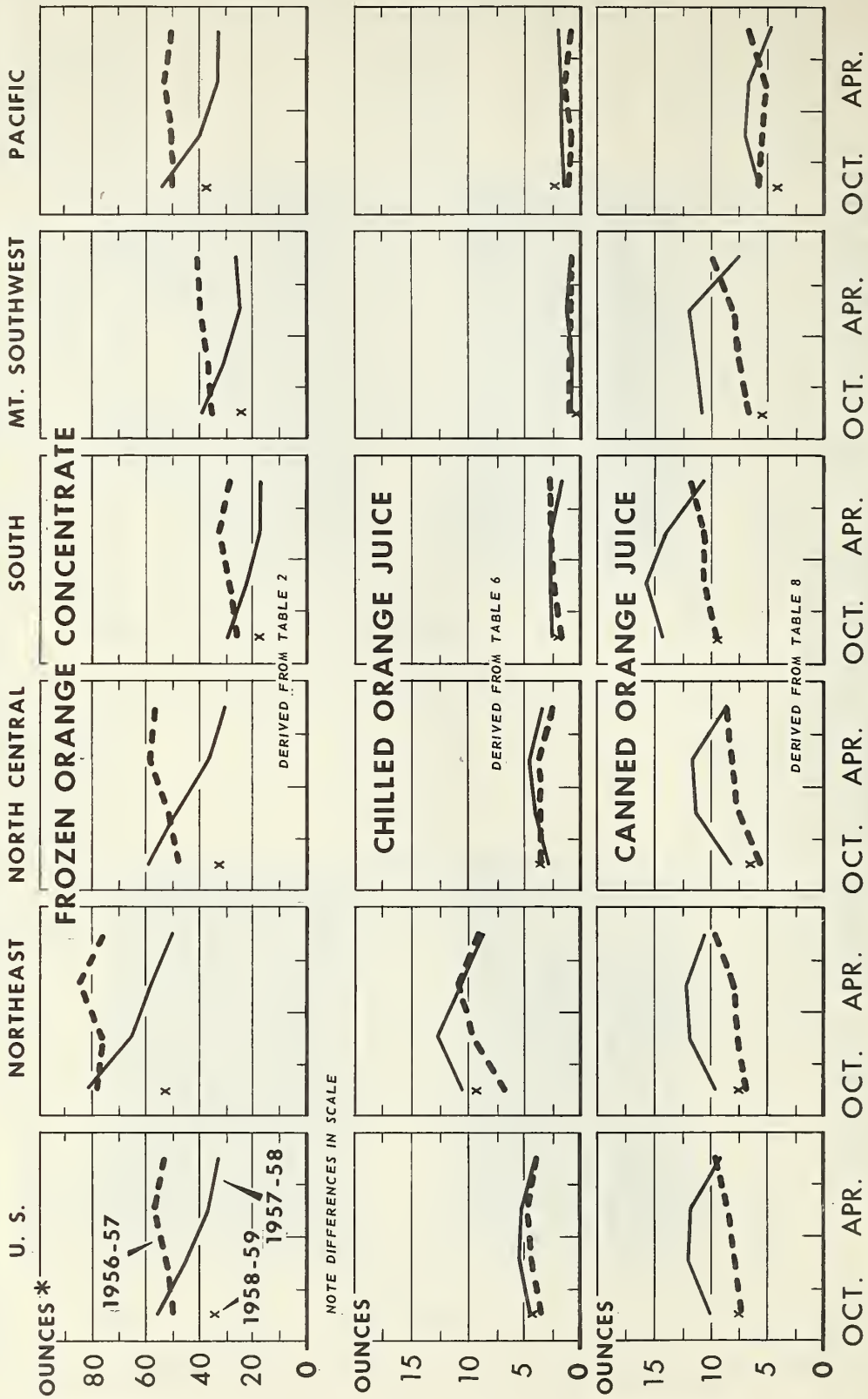
Mountain-Southwest
 Pacific

\* EQUIVALENT 24 NO. 2'S

NOTE DIFFERENCES IN SCALE

# ORANGE JUICES

Household Purchases Per Person, by Regions and by Quarters



**\* EQUIVALENT OUNCES OF SINGLE-STRENGTH JUICE**

FIGURE 5

U. S. DEPARTMENT OF AGRICULTURE

NEG. 7032-59(2) AGRICULTURAL MARKETING SERVICE

Table 1. SUMMARY: Consumer purchases of selected fruits and juices, October-December 1958

Commodity	Purchases						Percentage change from October-December 1957 1/							
	Unit	United States	North-east	North-Central	South	Moun-tain-South-west	Pacific	United States	North-east	North-Central	South	Moun-tain-South-west	Pacific	
		:	:	:	:	:	:	:	:	:	:	:	:	:
JUICES, ADES AND DRINKS:														
Concentrates:														
Frozen orange juice	:1,000 gallons	11,465	4,831	3,082	1,430	846	1,276	-37	-34	-43	-38	-36	-30	
Other frozen juices	do.	2,453	1,083	720	204	214	232	21	12	29	28	62	7	
Total frozen juices	do.	13,918	5,914	3,802	1,634	1,060	1,508	-31	-29	-36	-34	-27	-26	
Frozen lemonade	do.	930	276	150	88	125	291	4	-11	-27	6	28	51	
Shelf-pack orangeade	do.	306	2/	166	2/	2/	68	-11	2/	-23	2/	2/	51	
Single-strength juices:														
Chilled orange juice	do.	5,749	3,379	1,349	665	2/	302	-4	-10	28	-18	2/	42	
Canned juices:														
Orange	:1,000 cases	2,767	815	701	878	211	162	-29	-19	-22	-33	-52	-28	
Grapefruit	do.	2,007	559	599	461	158	230	-29	-25	-4	-38	-52	-38	
Lemon	do.	163	59	50	21	2/	24	4	2	11	2/	2/	-14	
Pineapple	do.	3,501	1,470	657	605	323	446	-10						
Prune	do.	1,859	843	340	306	193	177	-9	-20	-4	*	11	8	
Tomato	do.	5,596	2,169	1,350	753	575	749	-1	-1	1	-8	11	-2	
Other	do.	5,510	2,496	1,136	607	431	840	14						
Total canned juices	do.	21,403	8,411	4,833	3,631	1,900	2,628	-8						
Orangeade	do.	1,304	153	525	356	123	147	-14	-3	-4	-19	-40	-11	
Pineapple-grapefruit drink	do.	2,978	1,189	756	294	242	497	56						
FRESH FRUIT:														
Oranges:														
California-Arizona	:1,000 boxes	1,894	596	709	124	135	330	-30	-32	-27	-32	-36	-29	
Florida	do.	1,764	714	364	666	2/	2/	-44	-40	-46	-45	1/	1/	
Unidentified	do.	778	202	184	252	48	92	-30	-26	-16	-45	-21	-12	
Total 3/	do.	4,749	1,514	1,310	1,096	393	436	-35	-35	-32	-42	-35	-26	
Grapefruit:														
California-Arizona	do.	384	2/	45	2/	2/	270	-28	2/	-25	2/	2/	-27	
Florida	do.	1,910	965	534	343	30	38	-36	-24	-50	-31	-63	-34	
Unidentified	do.	777	194	380	103	59	41	-33	-38	-27	-40	-19	-46	
Total 3/	do.	3,543	1,197	1,171	474	301	400	-31	-28	-36	-35	-24	-26	
Lemons	do.	703	181	123	267	75	57	-11	-15	-11	-7	-16	-11	
Tangerines	do.	1,332	572	418	242	54	46	-6	-11	3	*	15	-44	
CANNED GRAPEFRUIT SECTIONS	:1,000 cases	897	317	335	84	43	118	12	10	59	-33	-10	-9	
1/ Lack of entry indicates October-December 1957 data not available. 2/ Too few purchases reported for analysis. 3/ Includes fruit from other areas. *Less than 0.5 percent change.														

1/ Lack of entry indicates October-December 1957 data not available. 2/ Too few purchases reported for analysis. 3/ Includes fruit from other areas. \*Less than 0.5 percent change.



Table 2. FROZEN CONCENTRATED ORANGE JUICE

Consumer purchases and average prices paid, by regions and retail outlets, October 1957 to date

Period	Region						Retail outlet			
	United States	North-east	North-Central	South	Mountain-South-west	Pacific	Independent stores	National chains	Regional chains	Other outlets 1/
	1,000 gallons	1,000 gallons	1,000 gallons	1,000 gallons	1,000 gallons	1,000 gallons	1,000 gallons	1,000 gallons	1,000 gallons	1,000 gallons
TOTAL PURCHASES:										
1957-58:										
October-December	18,198	7,350	5,383	2,311	1,323	1,831	5,780	6,134	5,850	434
January-March	14,555	5,910	4,467	1,796	1,043	1,339	4,775	4,743	4,734	303
April-June	12,143	5,267	3,432	1,433	863	1,148	3,681	4,295	3,944	223
July-September	10,836	4,576	2,855	1,397	899	1,109	3,349	3,689	3,545	253
Total	55,732	23,103	16,137	6,937	4,128	5,427	17,585	18,861	18,073	1,213
1958-59:										
October-December	11,465	4,831	3,082	1,430	846	1,276	3,530	3,884	3,711	340
January-March										
April-June										
July-September										
Total										
AVERAGE SIZE OF PURCHASE:	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces
1957-58:										
October-December	21.8	22.3	23.2	21.0	19.0	21.4	2/	24.2	2/	21.8
January-March	18.8	18.7	20.0	18.9	16.9	18.4	16.5	20.5	20.2	27.5
April-June	17.7	18.0	18.1	17.5	16.5	17.4	15.9	19.5	18.4	19.4
July-September	17.1	16.9	17.2	16.7	16.7	18.4	15.7	18.3	17.3	22.0
1958-59:										
October-December	17.6	18.0	17.2	16.8	16.7	18.5	15.8	18.5	18.3	27.3
January-March										
April-June										
July-September										
PURCHASES PER 1,000 POPULATION:	Gallons	Gallons	Gallons	Gallons	Gallons	Gallons				
1957-58:										
October-December	109.4	160.1	115.0	58.4	77.5	107.5				
January-March	87.2	128.3	95.1	45.4	60.5	78.5				
April-June	72.5	114.2	72.8	36.1	50.4	67.2				
July-September	64.6	99.2	61.0	34.7	52.2	64.1				
1958-59:										
October-December	68.1	103.9	65.1	35.8	49.5	73.8				
January-March										
April-June										
July-September										
AVERAGE PRICE PAID PER 6-OUNCE CAN:	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents
1957-58:										
October-December	15.5	15.3	15.3	15.1	16.5	15.7	2/	14.7	2/	15.5
January-March	20.1	20.1	20.0	19.5	21.5	20.2	21.3	19.4	19.7	18.6
April-June	22.8	22.7	22.9	22.6	24.2	22.4	24.0	22.0	22.5	21.5
July-September	24.6	24.9	24.6	24.3	25.8	23.2	25.6	23.8	24.1	24.7
Season average	20.0	20.1	19.8	19.5	21.5	19.7	21.6	19.2	19.3	19.6
1958-59:										
October-December	25.1	25.3	25.2	24.6	25.7	24.3	26.0	24.4	24.7	25.5
January-March										
April-June										
July-September										
Season average										

1/ Delicatessens, department stores, dairies, roadside markets, fruit stands, etc. 2/ Data not available.

Comparable data for 1956-57 appear in CFFJ-73 (July-September 1958).

Table 3. OTHER FROZEN CONCENTRATED JUICES

Consumer purchases and average prices paid, by regions and retail outlets, October 1957 to date 1/

Period	Region						Retail outlet			
	United States	North-east	North-Central	South	Mountain-South-west	Pacific	Independent stores	National chains	Regional chains	Other outlets 2/
	1,000 gallons	1,000 gallons	1,000 gallons	1,000 gallons	1,000 gallons	1,000 gallons	1,000 gallons	1,000 gallons	1,000 gallons	1,000 gallons
TOTAL PURCHASES:										
1957-58:										
October-December	2,034	969	556	160	132	217	628	593	686	127
January-March	2,679	1,184	803	269	197	226	837	853	890	99
April-June	2,633	1,125	824	214	235	235	761	858	924	90
July-September	2,721	1,197	761	252	234	277	877	857	886	101
Total	10,067	4,475	2,944	895	798	955	3,103	3,161	3,386	417
1958-59:										
October-December	2,453	1,083	720	204	214	232	720	854	694	185
January-March										
April-June										
July-September										
Total										
AVERAGE SIZE OF PURCHASE:	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces
1958-59:										
October-December	13.9	14.5	14.6	14.0	12.6	12.3	13.1	13.9	13.2	20.3
January-March										
April-June										
July-September										
PURCHASES PER 1,000 POPULATION:	Gallons	Gallons	Gallons	Gallons	Gallons	Gallons				
1957-58:										
October-December	12.2	21.1	11.9	4.0	7.8	12.8				
January-March	16.0	25.7	17.1	6.7	11.4	13.3				
April-June	15.8	24.4	17.5	5.3	13.7	13.7				
July-September	16.2	25.9	16.3	6.3	13.6	16.0				
1958-59:										
October-December	14.6	23.3	15.2	5.1	12.5	13.4				
January-March										
April-June										
July-September										
AVERAGE PRICE PAID PER 6-OUNCE CAN:	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents
1957-58:										
October-December	17.9									
January-March	18.6									
April-June	19.2									
July-September	19.1									
Season average	18.7									
1958-59:										
October-December	19.9	19.9	19.8	20.2	20.7	19.2	21.0	19.1	19.9	19.4
January-March										
April-June										
July-September										
Season average										

1/ Includes all frozen concentrated juices except orange. Revised from July-September 1958 and prior reports to include frozen concentrated grapefruit juice which is not now separately reported.

2/ Delicatessens, department stores, dairies, roadside markets, fruit stands, etc.

Table 4. FROZEN CONCENTRATED LEMONADE

Consumer purchases and average prices paid, by regions and retail outlets, October 1957 to date

Period	Region						Retail outlet			
	United States	North-east	North-Central	South	Mountain-South-west	Pacific	Independent stores	National chains	Regional chains	Other outlets <sup>1/</sup>
	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000
TOTAL PURCHASES:	<u>gallons</u>	<u>gallons</u>	<u>gallons</u>	<u>gallons</u>	<u>gallons</u>	<u>gallons</u>	<u>gallons</u>	<u>gallons</u>	<u>gallons</u>	<u>gallons</u>
1957-58:										
October-December	891	311	206	83	98	193	252	255	327	2/
January-March	657	218	124	64	102	149	204	180	255	2/
April-June	4,213	1,292	1,093	410	528	890	1,535	1,091	1,490	97
July-September	6,930	2,473	2,025	529	601	1,302	2,386	1,924	2,493	127
Total	12,691	4,294	3,448	1,086	1,329	2,534	4,377	3,450	4,565	299
1958-59:										
October-December	930	276	150	88	125	291	337	261	308	2/
January-March										
April-June										
July-September										
Total										
AVERAGE SIZE OF PURCHASE:	<u>Ounces</u>	<u>Ounces</u>	<u>Ounces</u>	<u>Ounces</u>	<u>Ounces</u>	<u>Ounces</u>	<u>Ounces</u>	<u>Ounces</u>	<u>Ounces</u>	<u>Ounces</u>
1957-58:										
October-December	18.4	18.1	19.9	16.5	16.5	19.7	3/	18.9	3/	2/
January-March	16.0	16.9	14.2	16.4	14.6	17.2	14.3	15.7	16.9	2/
April-June	24.0	24.0	21.4	22.2	22.8	27.9	23.2	23.2	25.4	24.8
July-September	24.5	24.1	24.4	24.0	21.2	27.1	23.4	23.7	26.4	28.3
1958-59:										
October-December	17.9	18.0	16.5	18.3	16.5	18.9	16.8	16.7	20.0	2/
January-March										
April-June										
July-September										
PURCHASES PER 1,000 POPULATION:	<u>Gallons</u>	<u>Gallons</u>	<u>Gallons</u>	<u>Gallons</u>	<u>Gallons</u>	<u>Gallons</u>				
1957-58:										
October-December	5.4	6.8	4.4	2.1	5.7	11.3				
January-March	3.9	4.7	2.6	1.6	5.9	8.7				
April-June	25.2	35.8	23.2	10.3	30.8	52.1				
July-September	41.3	53.6	43.3	13.2	34.9	75.3				
1958-59:										
October-December	5.5	5.9	3.2	2.2	7.3	16.8				
January-March										
April-June										
July-September										
AVERAGE PRICE PAID PER 6-OUNCE CAN:	<u>Cents</u>	<u>Cents</u>	<u>Cents</u>	<u>Cents</u>	<u>Cents</u>	<u>Cents</u>	<u>Cents</u>	<u>Cents</u>	<u>Cents</u>	<u>Cents</u>
1957-58:										
October-December	12.0	12.1	12.3	12.5	12.9	11.2	3/	11.5	3/	2/
January-March	12.8	13.3	13.1	12.9	13.4	11.8	13.6	12.3	11.9	2/
April-June	10.5	10.5	10.6	11.9	11.2	9.7	10.8	10.6	10.0	12.4
July-September	10.3	10.6	10.3	11.1	10.7	9.5	10.5	10.4	10.0	11.6
Season average	10.6	10.8	10.6	11.6	11.3	9.8	10.9	10.6	10.2	12.3
1958-59:										
October-December	11.4	11.7	11.8	12.7	12.0	10.3	11.6	11.9	10.6	2/
January-March										
April-June										
July-September										
Season average										

<sup>1/</sup> Delicatessens, department stores, dairies, roadside markets, fruit stands, etc. <sup>2/</sup> Too few purchases reported for analysis. <sup>3/</sup> Data not available.

Comparable data for 1956-57 appear in CPFJ-73 (July-September 1958).



Table 5. SHELF-PACK ORANGEADE

Consumer purchases and average prices paid, by regions and retail outlets, October 1957 to date

Period	Region						Retail outlet			
	United States	North-east	North-Central	South	Mountain-South-west	Pacific	Independent stores	National chains	Regional chains	Other outlets
	1,000 gallons	1,000 gallons	1,000 gallons	1,000 gallons	1,000 gallons	1,000 gallons	1,000 gallons	1,000 gallons	1,000 gallons	1,000 gallons
TOTAL PURCHASES:										
1957-58:										
October-December	342	2/	216	2/	43	45	193	66	80	2/
January-March	336	2/	206	2/	47	43	172	74	84	2/
April-June	469	59	244	2/	61	85	266	104	2/	2/
July-September	369	2/	186	2/	60	69	215	68	80	2/
Total	1,516	167	852	2/	211	242	846	312	337	2/
1958-59:										
October-December	306	2/	166	2/	2/	68	171	66	66	2/
January-March										
April-June										
July-September										
Total										
AVERAGE SIZE OF PURCHASE:	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces
1957-58:										
October-December	17.4	2/	20.3	2/	15.6	15.0	3/	17.3	3/	2/
January-March	17.0	2/	18.1	2/	17.6	15.9	16.7	17.0	21.6	2/
April-June	17.1	13.4	17.3	2/	18.3	17.4	18.0	14.7	2/	2/
July-September	16.6	2/	15.6	2/	18.3	19.2	17.5	15.9	15.3	2/
1958-59:										
October-December	17.1	2/	14.8	2/	2/	21.9	17.8	17.5	15.3	2/
January-March										
April-June										
July-September										
PURCHASES PER 1,000 POPULATION:	Gallons	Gallons	Gallons	Gallons	Gallons	Gallons				
1957-58:										
October-December	2.1	2/	4.6	2/	2.5	2.6				
January-March	2.0	2/	4.4	2/	2.7	2.5				
April-June	2.8	1.3	5.2	2/	3.6	5.0				
July-September	2.2	2/	4.0	2/	3.5	4.0				
1958-59:										
October-December	1.8	2/	3.5	2/	2/	3.9				
January-March										
April-June										
July-September										
AVERAGE PRICE PAID PER 6-OUNCE CAN:	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents
1957-58:										
October-December	17.2	2/	17.4	2/	17.0	17.3	3/	16.6	3/	2/
January-March	17.2	2/	17.4	2/	16.8	17.0	17.6	16.4	16.9	2/
April-June	18.1	17.1	18.8	2/	16.4	18.2	18.7	16.3	2/	2/
July-September	18.4	2/	18.5	2/	17.8	19.2	18.7	17.2	18.5	2/
Season average	17.8	16.9	18.0	17.1	17.0	18.2	18.2	16.6	17.7	17.1
1958-59:										
October-December	19.4	2/	19.5	2/	2/	20.1	19.6	18.6	19.9	2/
January-March										
April-June										
July-September										
Season average										

1/ Delicatessens, department stores, dairies, roadside markets, fruit stands, etc. 2/ Too few purchases reported for analysis. 3/ Data not available.

Table 6. CHILLED ORANGE JUICE

Consumer purchases and average prices paid, by regions and retail outlets, October 1957 to date

Period	Region						Retail outlet			
	United States	North-east	North-Central	South	Mountain-South-west	Pacific	Independent stores	National chains	Regional chains	Other outlets 1/
	1,000 gallons	1,000 gallons	1,000 gallons	1,000 gallons	1,000 gallons	1,000 gallons	1,000 gallons	1,000 gallons	1,000 gallons	1,000 gallons
TOTAL PURCHASES:										
1957-58:										
October-December	5,958	3,771	1,054	809	112	212	2,056	470	721	2,711
January-March	7,195	4,515	1,518	821	111	230	2,473	564	810	3,348
April-June	6,791	3,809	1,741	823	177	241	2,177	583	864	3,167
July-September	5,303	3,104	1,257	545	130	267	1,738	357	801	2,407
Total	25,247	15,199	5,570	2,998	530	950	8,444	1,974	3,196	11,633
1958-59:										
October-December	5,749	3,379	1,349	665	2/	302	1,872	329	814	2,734
January-March										
April-June										
July-September										
Total										
AVERAGE SIZE OF PURCHASE:	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces
1957-58:										
October-December	39.3	40.3	38.5	40.9	33.9	33.4	3/	40.7	3/	39.0
January-March	38.0	38.9	36.7	39.6	32.5	33.9	40.0	37.6	37.0	37.0
April-June	37.9	38.6	37.1	40.7	33.3	33.4	39.1	40.6	37.7	36.8
July-September	38.8	40.3	37.4	41.3	34.3	33.1	39.6	49.3	35.5	38.4
1958-59:										
October-December	38.1	39.5	37.6	36.9	2/	34.6	39.5	46.1	35.1	37.3
January-March										
April-June										
July-September										
PURCHASES PER 1,000 POPULATION:	Gallons	Gallons	Gallons	Gallons	Gallons	Gallons				
1957-58:										
October-December	35.8	82.1	22.5	20.4	6.6	12.5				
January-March	43.1	98.0	32.3	20.7	6.4	13.5				
April-June	40.6	82.6	37.0	20.7	10.3	14.1				
July-September	31.6	67.3	26.9	13.6	7.6	15.4				
1958-59:										
October-December	34.2	72.6	28.5	16.6	2/	17.5				
January-March										
April-June										
July-September										
AVERAGE PRICE PAID PER QUART:	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents
1957-58:										
October-December	35.9	34.6	36.8	35.2	36.1	46.9	3/	32.9	3/	37.7
January-March	36.8	35.5	38.2	36.3	35.6	45.6	35.5	34.1	34.7	38.5
April-June	40.3	40.5	40.0	38.4	37.8	45.8	40.0	39.1	39.7	40.9
July-September	41.2	42.0	40.3	37.6	36.5	46.6	41.8	41.1	39.9	41.3
Season average	38.5	37.8	39.3	36.8	36.6	46.1	37.7	36.3	36.9	39.7
1958-59:										
October-December	42.1	42.4	41.6	39.3	2/	47.6	42.4	41.0	40.7	42.5
January-March										
April-June										
July-September										
Season average										

1/ Delicatessens, department stores, dairies, roadside markets, fruit stands, etc. 2/ Too few purchases reported for analysis. 3/ Data not available.

Comparable data for 1956-57 appear in CPFJ-73 (July-September 1958).

Table 7. ALL CANNED SINGLE-STRENGTH JUICES

Consumer purchases and average prices paid, by regions and retail outlets, October 1956 to date 1/

Period	Region						Retail outlet			
	United States	North-east	North-Central	South	Mountain-South-west	Pacific	Independent stores	National chains	Regional chains	Other outlets 2/
	1,000 cases	1,000 cases	1,000 cases	1,000 cases	1,000 cases	1,000 cases	1,000 cases	1,000 cases	1,000 cases	1,000 cases
TOTAL PURCHASES:										
1956-57:										
October-December	21,118									
January-March	23,606									
April-June	23,648									
July-September	21,858									
Total	90,230									
1957-58:										
October-December	23,255									
January-March	25,875									
April-June	25,519									
July-September	22,753									
Total	97,402									
1958-59:										
October-December	21,403	8,411	4,833	3,631	1,900	2,628	8,391	5,506	7,096	410
January-March										
April-June										
July-September										
	<u>Ounces</u>	<u>Ounces</u>	<u>Ounces</u>	<u>Ounces</u>	<u>Ounces</u>	<u>Ounces</u>	<u>Ounces</u>	<u>Ounces</u>	<u>Ounces</u>	<u>Ounces</u>
AVERAGE SIZE OF PURCHASE:										
1958-59:										
October-December	50.6	50.4	50.8	49.0	47.5	54.9	48.9	52.1	51.7	51.2
January-March										
April-June										
July-September										
	<u>Cases</u>	<u>Cases</u>	<u>Cases</u>	<u>Cases</u>	<u>Cases</u>	<u>Cases</u>	<u>Cases</u>	<u>Cases</u>	<u>Cases</u>	<u>Cases</u>
PURCHASES PER 1,000 POPULATION:										
1958-59:										
October-December	127.2	180.8	102.0	90.8	111.1	152.0				
January-March										
April-June										
July-September										

1/ Revised from July-September 1958 and prior reports to exclude pineapple-grapefruit drink which was separately reported beginning with October 1958. 2/ Delicatessens, department stores, dairies, roadside markets, fruit stands, etc. 3/ Equivalent cases of 24 No. 2 cans...432 ounces per case.



Table 8. SINGLE-STRENGTH ORANGE JUICE

Consumer purchases and average prices paid, by regions and retail outlets, October 1957 to date

Period	Region						Retail outlet			
	United States	North-east	North-Central	South	Mountain-South-west	Pacific	Independent stores	National chains	Regional chains	Other outlets
	1,000 cases	1,000 cases	1,000 cases	1,000 cases	1,000 cases	1,000 cases	1,000 cases	1,000 cases	1,000 cases	1,000 cases
TOTAL PURCHASES:										
1957-58:										
October-December	3,885	1,012	898	1,314	436	225	1,851	1,049	857	128
January-March	4,663	1,281	1,231	1,428	452	271	2,151	1,336	1,048	128
April-June	4,581	1,285	1,277	1,288	475	256	2,212	1,230	1,007	132
July-September	3,592	1,126	950	1,005	318	193	1,612	949	929	102
Total	16,721	4,704	4,356	5,035	1,681	945	7,826	4,564	3,841	490
1958-59:										
October-December	2,767	815	701	878	211	162	1,280	688	716	83
January-March										
April-June										
July-September										
Total										
AVERAGE SIZE OF PURCHASE:	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces
1957-58:										
October-December	58.9	64.8	58.4	58.5	56.9	52.3	3/	65.9	3/	48.1
January-March	59.8	66.9	58.5	59.8	56.7	53.6	57.0	68.2	60.6	48.3
April-June	59.2	71.5	59.5	57.6	55.2	46.1	56.9	65.0	59.8	54.1
July-September	56.2	63.2	55.8	56.5	52.0	44.4	53.1	64.2	57.0	48.3
1958-59:										
October-December	52.1	57.9	51.3	54.0	43.9	45.7	48.4	57.7	55.5	52.1
January-March										
April-June										
July-September										
PURCHASES PER 1,000 POPULATION:	Cases	Cases	Cases	Cases	Cases	Cases				
1957-58:										
October-December	23.4	22.0	19.2	33.2	25.5	13.2				
January-March	27.9	27.8	26.2	36.0	26.2	15.9				
April-June	27.4	27.9	27.1	32.3	27.7	15.0				
July-September	21.4	24.4	20.3	25.0	18.5	11.2				
1958-59:										
October-December	16.4	17.5	14.8	22.0	12.4	9.4				
January-March										
April-June										
July-September										
AVERAGE PRICE PAID PER 46-OUNCE CAN:	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents
1957-58:										
October-December	30.8	29.4	29.9	30.4	32.6	36.7	3/	27.9	3/	32.8
January-March	31.8	31.3	31.4	30.8	33.2	37.3	33.3	29.2	31.1	32.7
April-June	33.5	32.4	33.7	32.5	35.6	38.5	35.0	31.1	33.0	33.6
July-September	36.6	35.7	37.6	35.0	38.9	40.8	38.2	34.9	35.2	37.9
Season average	33.0	32.3	33.0	32.0	34.9	38.2	34.8	30.6	32.0	33.8
1958-59:										
October-December	39.7	38.7	41.3	38.1	43.3	41.1	41.0	39.0	37.8	42.1
January-March										
April-June										
July-September										
Season average										

1/ Delicatessens, department stores, dairies, roadside markets, fruit stands, etc. 2/ Equivalent cases of 24 No. 2 cans...432 ounces per case. 3/ Data not available.  
 Comparable data for 1956-57 appear in CPFJ-73 (July-September 1958).

Table 9. SINGLE-STRENGTH GRAPEFRUIT JUICE

Consumer purchases and average prices paid, by regions and retail outlets, October 1957 to date

Period	Region						Retail outlet			
	United States	North-east	North-Central	South	Mountain-South-west	Pacific	Independent stores	National chains	Regional chains	Other outlets 1/
	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000
TOTAL PURCHASES:	cases	2/cases	2/cases	2/cases	2/cases	2/cases	2/cases	2/cases	2/cases	2/cases
1957-58:										
October-December	2,814	742	627	749	328	368	1,170	975	640	3/
January-March	2,825	806	749	597	406	267	1,149	980	656	3/
April-June	2,609	787	590	616	300	316	960	902	711	3/
July-September	2,183	669	499	567	191	257	881	691	569	3/
Total	10,431	3,004	2,465	2,529	1,225	1,208	4,160	3,548	2,576	147
1958-59:										
October-December	2,007	559	599	461	158	230	826	582	560	3/
January-March										
April-June										
July-September										
Total										
AVERAGE SIZE OF PURCHASE:	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces
1957-58:										
October-December	64.0	69.3	65.2	63.6	60.2	61.7	4/	74.8	4/	3/
January-March	62.6	63.2	66.5	60.3	65.4	56.0	58.0	70.7	62.9	3/
April-June	61.2	63.8	59.9	61.6	59.7	60.4	57.5	69.9	59.4	3/
July-September	59.1	57.7	59.7	61.1	58.1	58.1	58.3	63.3	57.0	3/
1958-59:										
October-December	58.1	53.4	66.2	57.4	52.5	59.0	56.4	63.5	57.3	3/
January-March										
April-June										
July-September										
PURCHASES PER 1,000 POPULATION:	Cases	2/Cases	2/Cases	2/Cases	2/Cases	2/Cases	2/			
1957-58:										
October-December	16.9	16.2	13.4	18.9	19.2	21.6				
January-March	16.9	17.5	15.9	15.1	23.5	15.7				
April-June	15.6	17.1	12.5	15.5	17.5	18.5				
July-September	13.0	14.5	10.7	14.1	11.1	14.9				
1958-59:										
October-December	11.9	12.0	12.6	11.5	9.2	13.3				
January-March										
April-June										
July-September										
AVERAGE PRICE PAID PER 46-OUNCE CAN:	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents
1957-58:										
October-December	27.5	26.6	27.3	26.6	28.3	29.7	4/	25.8	4/	3/
January-March	28.0	26.9	27.8	27.7	28.3	30.3	29.1	26.4	27.7	3/
April-June	30.5	29.6	30.0	29.4	31.7	32.5	32.0	29.2	29.6	3/
July-September	33.3	33.4	33.8	32.2	32.9	34.8	34.2	31.9	33.6	3/
Season average	29.5	28.9	29.3	28.7	29.8	31.6	30.9	28.0	29.1	31.5
1958-59:										
October-December	35.5	35.9	35.2	34.4	35.8	37.2	36.5	33.9	35.4	3/
January-March										
April-June										
July-September										
Season average										

1/ Delicatessens, department stores, dairies, roadside markets, fruit stands, etc. 2/ Equivalent cases of 24 No. 2 cans...432 ounces per case. 3/ Too few purchases reported for analysis. 4/ Data not available.

Comparable data for 1956-57 appear in CPFJ-73 (July-September 1958).

Table 10. SINGLE-STRENGTH LEMON JUICE

Consumer purchases and average prices paid, by regions and retail outlets, October 1957 to date

Period	Region						Retail outlet			
	United States	North-east	North-Central	South	Mountain-South-west	Pacific	Independent stores	National chains	Regional chains	Other outlets
	1,000 cases	1,000 cases	1,000 cases	1,000 cases	1,000 cases	1,000 cases	1,000 cases	1,000 cases	1,000 cases	1,000 cases
TOTAL PURCHASES:										
1957-58:										
October-December	156	58	45	3/	13	28	61	43	51	3/
January-March	148	53	45	3/	3/	26	49	43	55	3/
April-June	221	84	69	19	15	34	80	67	72	3/
July-September	287	112	92	35	15	33	96	90	96	3/
Total	812	307	251	81	52	121	286	243	274	9
1958-59:										
October-December	163	59	50	21	3/	24	66	47	49	3/
January-March										
April-June										
July-September										
Total										
AVERAGE SIZE OF PURCHASE:	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces
1957-58:										
October-December	15.0	16.2	17.6	3/	11.8	13.3	4/	14.4	4/	3/
January-March	14.8	15.2	16.4	3/	3/	13.5	13.4	14.8	16.4	3/
April-June	15.5	17.7	18.0	13.8	11.7	13.3	14.6	15.4	17.2	3/
July-September	16.3	18.0	20.0	15.0	11.9	12.9	14.3	16.9	18.4	3/
1958-59:										
October-December	15.4	15.9	17.5	17.3	3/	12.7	14.6	15.7	16.1	3/
January-March										
April-June										
July-September										
PURCHASES PER 1,000 POPULATION:	Cases	Cases	Cases	Cases	Cases	Cases	Cases	Cases	Cases	Cases
1957-58:										
October-December	.9	1.3	1.0	3/	.8	1.6				
January-March	.9	1.1	1.0	3/	3/	1.5				
April-June	1.3	1.8	1.5	.5	.9	2.0				
July-September	1.7	2.4	2.0	.9	.9	1.9				
1958-59:										
October-December	1.0	1.3	1.0	.5	3/	1.4				
January-March										
April-June										
July-September										
AVERAGE PRICE PAID PER 5½-6-OUNCE CAN:	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents
1957-58:										
October-December	10.6	10.1	11.9	3/	13.3	9.8	4/	9.6	4/	3/
January-March	10.8	11.3	11.2	3/	3/	9.7	12.1	9.7	10.0	3/
April-June	10.3	9.9	11.6	9.9	12.1	9.6	10.3	9.8	10.6	3/
July-September	10.5	10.4	10.5	10.1	12.4	10.0	10.7	10.3	10.6	3/
Season average	10.5	10.3	11.3	11.2	12.9	9.8	11.0	9.9	10.4	14.0
1958-59:										
October-December	9.8	9.7	10.7	9.9	3/	9.4	10.0	9.6	9.8	3/
January-March										
April-June										
July-September										
Season average										

1/ Delicatessens, department stores, dairies, roadside markets, fruit stands, etc. 2/ Equivalent cases of 24 No. 2 cans...432 ounces per case. 3/ Too few purchases reported for analysis. 4/ Data not available.



Table 11. PINEAPPLE JUICE

Consumer purchases and average prices paid, by regions and retail outlets, October 1956 to date 1/

Period	Region						Retail outlet			
	United States	North-east	North-Central	South	Mountain-South-west	Pacific	Independent stores	National chains	Regional chains	Other outlets 2/
	1,000 cases	1,000 cases	1,000 cases	1,000 cases	1,000 cases	1,000 cases	1,000 cases	1,000 cases	1,000 cases	1,000 cases
TOTAL PURCHASES:										
1956-57:										
October-December	4,006									
January-March	4,351									
April-June	3,984									
July-September	3,298									
Total	15,639									
1957-58:										
October-December	3,886									
January-March	4,160									
April-June	4,118									
July-September	4,010									
Total	16,174									
1958-59:										
October-December	3,501	1,470	657	605	323	446	1,255	953	1,237	56
January-March										
April-June										
July-September										
AVERAGE SIZE OF PURCHASE:	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces
1958-59:										
October-December	59.7	60.0	57.3	56.0	54.7	70.5	57.0	60.5	62.5	54.6
January-March										
April-June										
July-September										
PURCHASES PER 1,000 POPULATION:	Cases	Cases	Cases	Cases	Cases	Cases	Cases	Cases	Cases	Cases
1958-59:										
October-December	20.8	31.6	13.9	15.1	18.9	25.8				
January-March										
April-June										
July-September										
AVERAGE PRICE PAID PER 46-OUNCE CAN:	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents
1956-57:										
October-December	27.6									
January-March	27.8									
April-June	28.6									
July-September	30.3									
Season average	28.5									
1957-58:										
October-December	29.3									
January-March	29.0									
April-June	29.0									
July-September	29.5									
Season average	28.5									
1958-59:										
October-December	31.0	30.5	33.9	31.9	33.4	26.9	32.3	30.5	29.9	33.2
January-March										
April-June										
July-September										
Season average										

1/ All available quarterly data are shown. 2/ Delicatessens, department stores, dairies, roadside markets, fruit stands, etc. 3/ Equivalent cases of 24 No. 2 cans...432 ounces per case.

Table 12. PRUNE JUICE

Consumer purchases and average prices paid, by regions and retail outlets, October 1957 to date

Period	Region						Retail outlet			
	United States	North-east	North-Central	South	Mountain-South-west	Pacific	Independent stores	National chains	Regional chains	Other outlets
	1,000 cases	1,000 cases	1,000 cases	1,000 cases	1,000 cases	1,000 cases	1,000 cases	1,000 cases	1,000 cases	1,000 cases
<b>TOTAL PURCHASES:</b>										
1957-58:										
October-December	2,047	1,049	353	307	174	164	774	497	750	3/
January-March	2,158	1,127	342	295	201	193	832	540	760	3/
April-June	1,995	1,097	298	285	156	159	829	478	665	3/
July-September	1,891	950	282	315	187	157	731	508	620	3/
Total	8,091	4,223	1,275	1,202	718	673	3,166	2,023	2,795	3/
1958-59:										
October-December	1,859	843	340	306	193	177	725	444	661	3/
January-March										
April-June										
July-September										
Total										
<b>AVERAGE SIZE OF PURCHASE:</b>	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces
1957-58:										
October-December	39.6	40.9	36.3	37.7	43.1	39.6	4/	39.7	4/	3/
January-March	40.7	42.0	36.8	37.7	45.0	41.6	36.5	42.8	45.8	3/
April-June	39.6	41.2	35.1	38.5	43.5	38.3	37.1	40.4	43.0	3/
July-September	40.8	39.9	35.7	41.8	47.3	42.5	38.2	42.5	42.9	3/
1958-59:										
October-December	39.2	37.8	34.8	39.2	47.1	42.0	37.3	38.5	42.3	3/
January-March										
April-June										
July-September										
<b>PURCHASES PER 1,000 POPULATION:</b>	Cases	Cases	Cases	Cases	Cases	Cases				
1957-58:										
October-December	12.3	22.8	7.5	7.8	10.2	9.6				
January-March	12.9	24.5	7.3	7.4	11.7	11.3				
April-June	11.9	23.8	6.3	7.2	9.1	9.3				
July-September	11.3	20.6	6.0	7.9	10.8	9.1				
1958-59:										
October-December	11.0	18.1	7.2	7.7	11.3	10.2				
January-March										
April-June										
July-September										
<b>AVERAGE PRICE PAID PER 32-OUNCE BOTTLE:</b>	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents
1957-58:										
October-December	33.1	31.1	35.5	34.2	35.3	32.6	4/	32.2	4/	3/
January-March	33.4	31.1	35.5	34.6	36.6	32.8	35.1	32.1	32.1	3/
April-June	33.9	31.4	36.3	35.1	37.4	34.9	35.3	32.9	32.7	3/
July-September	34.0	31.6	36.9	34.7	37.2	34.2	35.6	33.0	32.6	3/
Season average	33.6	31.3	36.0	34.6	36.5	33.6	35.3	32.5	32.4	33.8
1958-59:										
October-December	38.7	36.7	41.1	38.6	41.3	38.7	39.9	37.2	38.2	3/
January-March										
April-June										
July-September										
Season average										

1/ Delicatessens, department stores, dairies, roadside markets, fruit stands, etc. 2/ Equivalent cases of 24 No. 2 cans...432 ounces per case. 3/ Too few purchases reported for analysis. 4/ Data not available.

Comparable data for 1956-57 appear in CPFJ-73 (July-September 1958).

Table 13. TOMATO JUICE

Consumer purchases and average prices paid, by regions and retail outlets, October 1957 to date

Period	Region						Retail outlet			
	United States	North-east	North-Central	South	Mountain-South-west	Pacific	Independent stores	National chains	Regional chains	Other outlets 1/
	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000
TOTAL PURCHASES:	cases	2/cases	2/cases	2/cases	2/cases	2/cases	2/cases	2/cases	2/cases	2/cases
1957-58:										
October-December	5,644	2,200	1,336	821	520	767	2,254	1,614	1,701	75
January-March	6,180	2,216	1,530	872	632	930	2,547	1,683	1,873	77
April-June	5,778	2,049	1,542	798	511	878	2,188	1,646	1,848	96
July-September	5,102	1,810	1,355	671	496	770	1,912	1,586	1,513	91
Total	22,704	8,275	5,763	3,162	2,159	3,345	8,901	6,529	6,935	339
1958-59:										
October-December	5,596	2,169	1,350	753	575	749	2,168	1,390	1,932	106
January-March										
April-June										
July-September										
Total										
AVERAGE SIZE OF PURCHASE:	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces
1957-58:										
October-December	56.3	52.4	59.5	52.6	50.1	68.7	3/	58.8	3/	50.4
January-March	56.9	53.1	57.1	49.6	53.9	74.1	55.3	58.4	58.5	52.0
April-June	56.0	51.8	56.8	49.2	52.4	71.5	54.2	60.8	54.3	56.6
July-September	56.5	51.1	59.8	52.4	50.9	69.9	56.2	62.7	51.7	53.1
1958-59:										
October-December	59.0	56.6	62.2	52.0	55.0	69.9	58.3	60.5	58.9	59.4
January-March										
April-June										
July-September										
PURCHASES PER 1,000 POPULATION:	Cases	2/Cases	2/Cases	2/Cases	2/Cases	2/Cases	2/			
1957-58:										
October-December	33.9	47.9	28.6	20.7	30.5	45.1				
January-March	37.0	48.1	32.6	22.0	36.7	54.5				
April-June	34.5	44.4	32.7	20.0	29.8	51.4				
July-September	30.4	39.2	29.0	16.7	28.8	44.5				
1958-59:										
October-December	33.3	46.6	28.5	18.8	33.6	43.3				
January-March										
April-June										
July-September										
AVERAGE PRICE PAID PER 46-OUNCE CAN:	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents
1957-58:										
October-December	27.5	28.8	27.6	29.7	28.9	23.4	3/	26.9	3/	29.5
January-March	28.0	29.9	28.9	30.6	29.3	22.8	28.4	28.2	27.3	28.8
April-June	28.6	30.2	29.4	31.3	29.8	23.9	29.1	28.3	28.2	27.9
July-September	28.8	30.0	29.4	30.8	30.4	24.7	29.2	28.5	28.6	27.7
Season average	28.2	29.7	28.8	30.6	29.6	23.7	28.9	28.0	27.5	28.3
1958-59:										
October-December	28.3	29.7	28.7	30.7	29.1	23.9	28.7	28.4	27.7	28.2
January-March										
April-June										
July-September										
Season average										

1/ Delicatessens, department stores, dairies, roadside markets, fruit stands, etc. 2/ Equivalent cases of 24 No. 2 cans...432 ounces per case. 3/ Data not available.



Table 14. OTHER SINGLE-STRENGTH JUICES

Consumer purchases and average prices paid, by regions and retail outlets, October 1957 to date <sup>1/</sup>

Period	Region						Retail outlet			
	United States	North-east	North-Central	South	Mountain-South-west	Pacific	Independent stores	National chains	Regional chains	Other outlets <sup>2/</sup>
	1,000 cases	1,000 cases	1,000 cases	1,000 cases	1,000 cases	1,000 cases	1,000 cases	1,000 cases	1,000 cases	1,000 cases
TOTAL PURCHASES:										
1957-58:										
October-December	4,823									
January-March	5,741									
April-June	6,217									
July-September	5,688									
Total	22,469									
1958-59:										
October-December	5,510	2,496	1,136	607	431	840	2,071	1,402	1,941	96
January-March										
April-June										
July-September										
Total										
	<u>Ounces</u>	<u>Ounces</u>	<u>Ounces</u>	<u>Ounces</u>	<u>Ounces</u>	<u>Ounces</u>	<u>Ounces</u>	<u>Ounces</u>	<u>Ounces</u>	<u>Ounces</u>
AVERAGE SIZE OF PURCHASE:										
1958-59:										
October-December	43.7	46.3	41.7	38.8	38.8	47.9	42.8	44.1	44.3	49.7
January-March										
April-June										
July-September										
	<u>Cases</u>	<u>Cases</u>	<u>Cases</u>	<u>Cases</u>	<u>Cases</u>	<u>Cases</u>	<u>Cases</u>	<u>Cases</u>	<u>Cases</u>	<u>Cases</u>
PURCHASES PER 1,000 POPULATION:										
1958-59:										
October-December	32.8	53.7	24.0	15.2	25.2	48.6				
January-March										
April-June										
July-September										
	<u>Cents</u>	<u>Cents</u>	<u>Cents</u>	<u>Cents</u>	<u>Cents</u>	<u>Cents</u>	<u>Cents</u>	<u>Cents</u>	<u>Cents</u>	<u>Cents</u>
AVERAGE PRICE PAID PER 46-OUNCE CAN:										
1958-59:										
October-December	38.7	37.7	39.4	38.1	42.0	38.7	40.1	37.8	37.8	38.1
January-March										
April-June										
July-September										
Season average										

<sup>1/</sup> Includes canned single-strength juices other than orange, grapefruit, lemon, pineapple, prune and tomato. Revised from July-September 1958 and prior reports to exclude pineapple juice and pineapple-grapefruit drink.

<sup>2/</sup> Delicatessens, department stores, dairies, roadside markets, fruit stands, etc.

<sup>3/</sup> Equivalent cases of 24 No. 2 cans...432 ounces per case.

Table 15. SINGLE-STRENGTH ORANGEADE

Consumer purchases and average prices paid, by regions and retail outlets, October 1957 to date

Period	Region						Retail outlet			
	United States	North-east	North-Central	South	Mountain-South-west	Pacific	Independent stores	National chains	Regional chains	Other outlets 1/
	1,000 cases	1,000 cases	1,000 cases	1,000 cases	1,000 cases	1,000 cases	1,000 cases	1,000 cases	1,000 cases	1,000 cases
<b>TOTAL PURCHASES:</b>										
1957-58:										
October-December	1,514	158	547	440	204	165	753	291	445	3/
January-March	1,353	130	558	295	230	140	665	242	421	3/
April-June	1,811	225	754	375	198	259	824	431	530	3/
July-September	1,680	251	602	406	202	219	716	403	520	3/
Total	6,358	764	2,461	1,516	834	783	2,958	1,367	1,916	117
1958-59:										
October-December	1,304	153	525	356	123	147	504	300	481	3/
January-March										
April-June										
July-September										
Total										
<b>AVERAGE SIZE OF PURCHASE:</b>	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces
1957-58:										
October-December	72.0	65.8	69.6	72.4	67.2	86.4	4/	68.3	4/	3/
January-March	71.5	55.8	76.0	65.0	74.1	74.9	77.0	62.0	70.6	3/
April-June	74.7	66.1	76.3	71.3	71.1	83.2	76.2	74.6	74.9	3/
July-September	74.3	71.7	69.7	74.3	67.3	97.5	75.9	77.0	69.8	3/
1958-59:										
October-December	69.0	68.0	70.7	66.6	63.8	75.1	70.4	65.1	71.2	3/
January-March										
April-June										
July-September										
<b>PURCHASES PER 1,000 POPULATION:</b>	Cases	Cases	Cases	Cases	Cases	Cases	Cases	Cases	Cases	Cases
1957-58:										
October-December	9.1	3.4	11.7	11.1	12.0	9.7				
January-March	8.1	2.8	11.9	7.4	13.3	8.2				
April-June	10.8	4.9	16.0	9.4	11.6	15.2				
July-September	10.0	5.4	12.9	10.1	11.7	12.7				
1958-59:										
October-December	7.7	3.2	11.1	8.9	7.2	8.5				
January-March										
April-June										
July-September										
<b>AVERAGE PRICE PAID PER 46-OUNCE CAN:</b>	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents
1957-58:										
October-December	27.8	28.1	27.8	28.0	27.6	27.5	4/	28.4	4/	3/
January-March	28.1	28.9	27.7	28.7	28.1	28.3	28.0	28.5	27.9	3/
April-June	27.7	28.3	27.4	28.5	27.5	27.5	27.7	27.7	27.2	3/
July-September	28.4	28.4	28.7	28.7	29.0	26.6	28.7	28.0	28.1	3/
Season average	28.0	28.4	27.9	28.5	28.0	27.4	28.0	28.1	27.8	28.3
1958-59:										
October-December	30.0	30.4	30.1	30.4	30.6	28.4	29.9	30.1	29.9	3/
January-March										
April-June										
July-September										
Season average										

1/ Delicatessens, department stores, dairies, roadside markets, fruit stands, etc. 2/ Equivalent cases of 24 No. 2 cans...432 ounces per case. 3/ Too few purchases reported for analysis. 4/ Data not available.

Comparable data for 1956-57 appear in CPFJ-73 (July-September 1958).

Table 16. PINEAPPLE-GRAPEFRUIT DRINK

Consumer purchases and average prices paid, by regions and retail outlets, October 1956 to date 1/

Period	Region						Retail outlet			
	United States	North-east	North-Central	South	Mountain-South-west	Pacific	Independent stores	National chains	Regional chains	Other outlets 2/
	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000
TOTAL PURCHASES:	cases 3/	cases 3/	cases 3/	cases 3/	cases 3/	cases 3/	cases 3/	cases 3/	cases 3/	cases 3/
1956-57:										
October-December	764									
January-March	1,086									
April-June	1,780									
July-September	2,394									
Total	6,024									
1957-58:										
October-December	1,911									
January-March	2,272									
April-June	2,707									
July-September	2,904									
Total	9,794									
1958-59:										
October-December	2,978	1,189	756	294	242	497	1,235	707	993	4/
January-March										
April-June										
July-September										
AVERAGE SIZE OF PURCHASE:	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces
1958-59:										
October-December	68.5	67.3	65.7	56.8	71.7	78.5	67.9	68.1	69.7	4/
January-March										
April-June										
July-September										
PURCHASES PER 1,000 POPULATION:	Cases 3/	Cases 3/	Cases 3/	Cases 3/	Cases 3/	Cases 3/	Cases 3/	Cases 3/	Cases 3/	Cases 3/
1958-59:										
October-December	17.7	25.6	16.0	7.4	14.1	28.8				
January-March										
April-June										
July-September										
AVERAGE PRICE PAID PER 4-OUNCE CAN:	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents
1956-57:										
October-December	28.2									
January-March	29.2									
April-June	28.2									
July-September	28.5									
Season average	28.5									
1957-58:										
October-December	30.3									
January-March	29.8									
April-June	29.9									
July-September	30.1									
Season average	30.0									
1958-59:										
October-December	29.8	29.5	30.5	32.2	31.1	28.0	29.8	30.2	29.5	4/
January-March										
April-June										
July-September										
Season average										

1/ All available quarterly data are shown. 2/ Delicatessens, department stores, dairies, roadside markets, fruit stands, etc. 3/ Equivalent cases of 24 No. 2 cans...432 ounces per case. 4/ Too few purchases reported for analysis.



Table 17. FRESH ORANGES - ALL AREAS

Consumer purchases and average prices paid, by regions and retail outlets, October 1957 to date

Period	Region						Retail outlet			
	United States	North-east	North-Central	South	Mountain-South-west	Pacific	Independent stores	National chains	Regional chains	Other outlets
	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes
TOTAL PURCHASES 2/:										
1957-58:										
October-December	7,343	2,333	1,926	1,890	604	590	3,044	1,694	1,719	886
January-March	8,235	2,936	2,281	1,479	738	801	3,300	1,900	1,923	1,113
April-June	5,073	2,022	1,507	628	360	556	2,146	1,049	1,217	661
July-September	2,319	989	699	234	171	226	1,003	335	608	373
Total	22,970	8,280	6,413	4,231	1,873	2,173	9,493	4,977	5,467	3,033
1958-59:										
October-December	4,749	1,514	1,310	1,096	393	436	2,009	1,000	1,255	485
January-March										
April-June										
July-September										
Total										
AVERAGE SIZE OF PURCHASE:	Units	Units	Units	Units	Units	Units	Units	Units	Units	Units
1957-58:										
October-December	13.5	12.2	12.8	16.2	12.9	13.1	3/	13.6	3/	18.0
January-March	11.7	10.6	11.9	13.6	11.8	11.3	11.1	11.1	11.0	18.0
April-June	10.5	10.2	11.0	10.9	9.2	10.7	10.2	10.3	10.0	13.3
July-September	10.5	10.8	11.0	9.9	9.0	10.5	10.0	9.8	10.3	14.0
1958-59:										
October-December	12.7	11.7	12.2	15.5	11.6	12.4	12.1	12.7	12.2	18.9
January-March										
April-June										
July-September										
PURCHASES PER 1,000 POPULATION:	Boxes	Boxes	Boxes	Boxes	Boxes	Boxes				
1957-58:										
October-December	44.0	50.9	41.2	47.8	35.5	34.6				
January-March	49.4	63.7	48.6	37.3	42.8	47.0				
April-June	30.4	43.8	32.0	15.7	20.9	32.7				
July-September	13.8	21.4	15.0	5.9	9.9	13.0				
1958-59:										
October-December	28.3	32.5	27.7	27.3	23.0	25.2				
January-March										
April-June										
July-September										
AVERAGE PRICE PAID PER DOZEN:	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents
1957-58:										
October-December	42.1	48.9	46.0	32.6	42.1	43.2	3/	41.0	3/	38.2
January-March	52.7	60.0	56.4	38.6	48.5	56.9	53.1	54.8	57.2	41.4
April-June	62.4	68.1	63.4	49.0	66.7	58.6	61.8	64.9	66.7	52.9
July-September	64.0	67.9	62.9	56.1	67.9	60.3	63.7	69.7	67.7	53.7
Season average	52.2	59.5	55.5	37.9	51.3	53.7	53.6	52.9	53.6	44.0
1958-59:										
October-December	48.8	55.7	51.6	38.6	49.7	50.9	50.6	47.5	50.3	40.4
January-March										
April-June										
July-September										
Season average										

1/ Delicatessens, department stores, dairies, roadside markets, fruit stands, etc. 2/ Includes Texas oranges. 3/ Data not available.

Comparable data for 1956-57 appear in CPFJ-73 (July-September 1958).

Table 18. FRESH ORANGES - CALIFORNIA-ARIZONA

Consumer purchases and average prices paid, by regions and retail outlets, October 1957 to date

Period	Region						Retail outlet			
	United States	North-east	North-Central	South	Mountain-South-west	Pacific	Independent stores	National chains	Regional chains	Other outlets 1/
	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes
<b>TOTAL PURCHASES:</b>										
1957-58:										
October-December	2,701	875	972	182	210	462	1,220	499	639	343
January-March	3,223	985	1,153	146	276	663	1,413	630	780	400
April-June	2,591	878	985	96	202	430	1,166	462	609	354
July-September	1,765	786	592	91	121	175	749	239	460	317
Total	10,280	3,524	3,702	515	809	1,730	4,548	1,830	2,488	1,414
1958-59:										
October-December	1,894	596	709	124	135	330	886	322	489	197
January-March										
April-June										
July-September										
Total										
<b>AVERAGE SIZE OF PURCHASE:</b>	Units	Units	Units	Units	Units	Units	Units	Units	Units	Units
1957-58:										
October-December	11.4	10.4	11.4	13.2	9.8	12.9	2/	11.2	2/	14.9
January-March	9.9	8.5	10.3	9.8	8.6	11.5	9.4	8.9	9.4	16.6
April-June	9.9	9.1	10.7	8.8	8.3	10.7	9.5	9.5	9.5	13.4
July-September	10.3	10.9	10.8	9.2	8.4	9.7	9.6	9.5	10.1	14.1
1958-59:										
October-December	11.3	10.4	11.5	13.6	9.2	12.3	10.8	10.9	11.2	15.6
January-March										
April-June										
July-September										
<b>PURCHASES PER 1,000 POPULATION:</b>	Boxes	Boxes	Boxes	Boxes	Boxes	Boxes				
1957-58:										
October-December	16.2	19.1	20.8	4.6	12.3	27.1				
January-March	19.3	21.4	24.6	3.7	16.0	38.9				
April-June	15.5	19.0	20.9	2.4	11.7	25.2				
July-September	10.5	17.0	12.7	2.3	7.0	10.1				
1958-59:										
October-December	11.3	12.8	15.0	3.1	7.9	19.1				
January-March										
April-June										
July-September										
<b>AVERAGE PRICE PAID PER DOZEN:</b>	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents
1957-58:										
October-December	53.0	62.0	53.8	41.5	61.2	43.5	2/	54.2	2/	44.7
January-March	67.2	80.0	68.0	55.0	72.8	56.7	67.7	72.3	73.5	47.6
April-June	68.1	75.8	66.1	62.7	78.8	59.7	68.9	69.6	71.6	56.7
July-September	66.0	67.4	63.5	65.2	76.0	63.5	67.1	71.3	68.8	55.1
Season average	63.2	71.4	62.8	52.7	71.6	54.4	65.0	66.2	64.7	50.6
1958-59:										
October-December	57.9	65.6	56.2	49.8	67.9	52.0	59.8	56.5	59.4	47.0
January-March										
April-June										
July-September										
Season average										

1/ Delicatessens, department stores, dairies, roadside markets, fruit stands, etc. 2/ Data not available.

Comparable data for 1956-57 appear in CPFJ-73 (July-September 1958).

Table 19. FRESH ORANGES - FLORIDA

Consumer purchases and average prices paid, by regions and retail outlets, October 1957 to date

Period	Region						Retail outlet			
	United States	North-east	North-Central	South	Mountain-South-west	Pacific	Independent stores	National chains	Regional chains	Other outlets 1/
	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes
<b>TOTAL PURCHASES:</b>										
1957-58:										
October-December	3,135	1,183	673	1,211	56	2/	1,038	948	807	342
January-March	3,018	1,494	657	844	22	2/	932	902	745	439
April-June	1,588	921	301	340	2/	2/	540	419	410	219
July-September	236	120	2/	74	2/	2/	97	38	82	2/
Total	7,977	3,718	1,664	2,469	102	24	2,607	2,307	2,044	1,019
1958-59:										
October-December	1,764	714	364	666	2/	2/	588	470	516	190
January-March										
April-June										
July-September										
Total										
<b>AVERAGE SIZE OF PURCHASE:</b>	<u>Units</u>	<u>Units</u>	<u>Units</u>	<u>Units</u>	<u>Units</u>	<u>Units</u>	<u>Units</u>	<u>Units</u>	<u>Units</u>	<u>Units</u>
1957-58:										
October-December	15.6	14.0	14.9	17.5	13.9	2/	3/	15.9	3/	19.7
January-March	13.8	12.7	14.5	15.0	9.7	2/	13.1	13.5	12.8	18.7
April-June	11.8	11.9	12.3	11.9	2/	2/	11.8	11.4	11.5	13.4
July-September	11.9	12.1	2/	11.9	2/	2/	12.6	9.5	12.6	2/
1958-59:										
October-December	15.0	13.1	14.0	17.2	2/	2/	14.0	15.4	14.0	22.1
January-March										
April-June										
July-September										
<b>PURCHASES PER 1,000 POPULATION:</b>	<u>Boxes</u>	<u>Boxes</u>	<u>Boxes</u>	<u>Boxes</u>	<u>Boxes</u>	<u>Boxes</u>				
1957-58:										
October-December	18.8	25.8	14.4	30.6	3.3	2/				
January-March	18.1	32.4	14.0	21.3	1.3	2/				
April-June	9.5	20.0	6.4	8.5	2/	2/				
July-September	1.4	2.6	2/	1.8	2/	2/				
1958-59:										
October-December	10.5	15.4	7.7	16.6	2/	2/				
January-March										
April-June										
July-September										
<b>AVERAGE PRICE PAID PER DOZEN:</b>	<u>Cents</u>	<u>Cents</u>	<u>Cents</u>	<u>Cents</u>	<u>Cents</u>	<u>Cents</u>	<u>Cents</u>	<u>Cents</u>	<u>Cents</u>	<u>Cents</u>
1957-58:										
October-December	35.0	39.5	37.1	30.8	38.2	2/	3/	33.9	3/	36.3
January-March	43.7	49.1	44.7	36.6	51.6	2/	43.7	44.9	45.4	38.6
April-June	56.5	60.9	57.9	46.9	2/	2/	52.7	62.0	60.6	48.9
July-September	59.5	69.1	2/	48.5	2/	2/	54.1	69.9	63.8	2/
Season average	42.5	49.0	44.0	35.1	43.8	56.3	43.0	43.1	42.6	39.9
1958-59:										
October-December	40.9	46.9	43.0	35.9	2/	2/	42.1	40.3	41.7	36.9
January-March										
April-June										
July-September										
Season average										

1/ Delicatessens, department stores, dairies, roadside markets, fruit stands, etc. 2/ Too few purchases reported for analysis. 3/ Data not available.  
 Comparable data for 1956-57 appear in CPFJ-73 (July-September 1958).



Table 20. FRESH ORANGES - UNIDENTIFIED

Consumer purchases and average prices paid, by regions and retail outlets, October 1957 to date

Period	Region						Retail outlet			
	United States	North-east	North-Central	South	Mountain-South-west	Pacific	Independent stores	National chains	Regional chains	Other outlets 1/
	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes
TOTAL PURCHASES:										
1957-58:										
October-December	1,117	274	219	459	61	104	570	190	214	143
January-March	1,384	453	316	409	75	131	631	258	297	198
April-June	748	223	204	164	43	114	346	144	179	79
July-September	278	81	74	62	10	51	128	49	64	37
Total	3,527	1,031	813	1,094	189	400	1,675	641	754	457
1958-59:										
October-December	778	202	184	252	48	92	386	142	182	68
January-March										
April-June										
July-September										
Total										
AVERAGE SIZE OF PURCHASE:	Units	Units	Units	Units	Units	Units	Units	Units	Units	Units
1957-58:										
October-December	13.2	11.7	13.5	14.3	10.3	13.7	2/	11.9	2/	17.4
January-March	11.1	10.1	11.8	11.9	10.9	10.4	11.0	9.9	10.6	15.1
April-June	10.4	9.9	11.5	10.1	8.2	11.1	10.3	10.4	9.9	12.4
July-September	10.9	9.5	12.3	9.4	6.8	14.5	10.9	10.4	10.0	14.3
1958-59:										
October-December	12.2	11.2	12.1	12.8	9.7	13.5	12.5	11.4	10.8	16.9
January-March										
April-June										
July-September										
PURCHASES PER 1,000 POPULATION:	Boxes	Boxes	Boxes	Boxes	Boxes	Boxes				
1957-58:										
October-December	6.7	6.0	4.7	11.6	3.6	6.1				
January-March	8.3	9.8	6.7	10.3	4.3	7.7				
April-June	4.5	4.8	4.3	4.1	2.5	6.7				
July-September	1.7	1.8	1.6	1.6	.6	2.9				
1958-59:										
October-December	4.6	4.3	3.9	6.3	2.8	5.3				
January-March										
April-June										
July-September										
AVERAGE PRICE PAID PER DOZEN:	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents
1957-58:										
October-December	39.7	47.2	40.5	34.4	46.0	42.4	2/	41.8	2/	35.2
January-March	49.7	57.1	52.3	39.4	45.8	58.1	48.2	55.8	54.8	40.8
April-June	56.3	63.8	57.9	46.7	66.5	53.8	54.3	60.4	61.8	47.5
July-September	57.7	70.6	58.6	50.4	70.8	49.5	55.8	66.5	62.8	43.3
Season average	48.3	56.8	50.9	38.8	51.6	51.2	47.2	53.1	51.8	40.0
1958-59:										
October-December	48.1	57.0	50.9	41.9	49.2	46.7	47.2	50.1	51.7	40.4
January-March										
April-June										
July-September										
Season average										

1/ Delicatessens, department stores, dairies, roadside markets, fruit stands, etc. 2/ Data not available.

Table 21. FRESH GRAPEFRUIT - ALL AREAS

Consumer purchases and average prices paid, by regions and retail outlets, October 1957 to date

Period	Region						Retail outlet			
	United States	North-east	North-Central	South	Mountain-South-west	Pacific	Independent stores	National chains	Regional chains	Other outlets
	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes
TOTAL PURCHASES <sup>2/</sup> :										
1957-58:										
October-December	5,146	1,655	1,834	724	396	537	1,869	1,402	1,390	485
January-March	7,120	2,119	2,530	941	639	891	2,755	1,839	1,773	753
April-June	3,390	1,131	967	347	293	652	1,475	642	770	503
July-September	472	116	122	3/	50	140	233	73	104	3/
Total	16,128	5,021	5,453	2,056	1,378	2,220	6,332	3,956	4,037	1,803
1958-59:										
October-December	3,543	1,197	1,171	474	301	400	1,239	954	994	356
January-March										
April-June										
July-September										
Total										
AVERAGE SIZE OF PURCHASE:	Units	Units	Units	Units	Units	Units	Units	Units	Units	Units
1957-58:										
October-December	5.3	4.3	6.0	5.2	6.2	5.4	4/	5.4	4/	6.8
January-March	5.6	4.3	6.3	5.3	6.6	6.3	5.3	5.8	5.1	8.4
April-June	4.5	3.6	4.7	4.4	4.8	5.5	4.5	4.4	4.1	5.8
July-September	3.7	3.1	4.0	3/	3.3	4.1	3.5	3.9	3.2	3/
1958-59:										
October-December	5.3	4.3	5.8	5.6	5.9	5.5	4.9	5.4	5.0	7.3
January-March										
April-June										
July-September										
PURCHASES PER 1,000 POPULATION:	Boxes	Boxes	Boxes	Boxes	Boxes	Boxes				
1957-58:										
October-December	30.9	36.1	39.2	18.3	23.2	31.4				
January-March	42.7	45.9	53.9	23.8	37.1	52.3				
April-June	20.3	24.6	20.6	8.7	17.2	38.1				
July-September	2.8	2.5	2.5	3/	2.8	8.1				
1958-59:										
October-December	21.0	25.7	24.8	11.9	17.5	23.2				
January-March										
April-June										
July-September										
AVERAGE PRICE PAID PER DOZEN:	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents
1957-58:										
October-December	86.1	99.0	80.8	83.1	85.9	80.1	4/	85.5	4/	76.9
January-March	88.1	110.0	83.2	86.6	81.4	76.1	89.7	87.0	90.8	78.9
April-June	111.8	139.0	113.3	110.5	108.2	89.5	109.7	121.6	117.2	97.1
July-September	140.0	168.3	144.0	3/	157.3	118.6	128.4	167.3	159.9	3/
Season average	94.0	113.6	88.9	90.5	90.9	83.6	96.4	94.0	94.6	84.4
1958-59:										
October-December	95.3	110.8	89.3	81.0	94.7	97.0	99.2	96.5	92.7	85.2
January-March										
April-June										
July-September										
Season average										

<sup>1/</sup> Delicatessens, department stores, dairies, roadside markets, fruit stands, etc. <sup>2/</sup> Includes Texas grapefruit. <sup>3/</sup> Too few purchases reported for analysis. <sup>4/</sup> Data not available.  
 Comparable data for 1956-57 appear in CPFJ-73 (July-September 1958).

Table 22. FRESH GRAPEFRUIT - CALIFORNIA-ARIZONA

Consumer purchases and average prices paid, by regions and retail outlets, October 1957 to date

Period	Region						Retail outlet			
	United States	North-east	North-Central	South	Mountain-South-west	Pacific	Independent stores	National chains	Regional chains	Other outlets 1/
	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes
TOTAL PURCHASES:										
1957-58:										
October-December	535	56	60	2/	38	370	225	126	147	37
January-March	855	32	51	2/	82	675	356	225	216	58
April-June	758	90	87	2/	66	498	303	196	189	70
July-September	228	60	39	2/	21	98	112	40	42	2/
Total	2,376	238	237	53	207	1,641	996	587	594	199
1958-59:										
October-December	384	2/	45	2/	2/	270	147	94	116	2/
January-March										
April-June										
July-September										
Total										
AVERAGE SIZE OF PURCHASE:	Units	Units	Units	Units	Units	Units	Units	Units	Units	Units
1957-58:										
October-December	6.0	4.1	5.7	2/	6.9	6.2	3/	7.2	3/	5.9
January-March	7.1	3.3	6.7	2/	9.4	7.2	6.5	8.6	6.3	10.5
April-June	5.5	3.5	4.1	2/	6.2	6.1	5.4	6.0	4.8	7.2
July-September	3.7	3.3	3.6	2/	3.4	4.1	3.5	4.0	3.0	2/
1958-59:										
October-December	6.5	2/	6.0	2/	2/	6.7	6.2	7.1	6.1	2/
January-March										
April-June										
July-September										
PURCHASES PER 1,000 POPULATION:	Boxes	Boxes	Boxes	Boxes	Boxes	Boxes				
1957-58:										
October-December	3.2	1.2	1.3	2/	2.2	21.7				
January-March	5.1	.7	1.1	2/	4.8	39.6				
April-June	4.5	2.0	1.9	2/	3.9	29.1				
July-September	1.4	1.3	.8	2/	1.2	5.7				
1958-59:										
October-December	2.3	2/	1.0	2/	2/	15.6				
January-March										
April-June										
July-September										
AVERAGE PRICE PAID PER DOZEN:	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents
1957-58:										
October-December	75.1	104.0	83.0	2/	80.9	70.7	3/	76.4	3/	68.7
January-March	71.0	120.3	68.9	2/	73.4	69.2	76.4	70.2	66.4	56.2
April-June	92.1	133.3	119.4	2/	90.1	83.9	90.5	102.7	90.7	75.1
July-September	140.3	163.3	142.4	2/	169.9	123.4	127.5	171.1	155.1	2/
Season average	84.3	131.3	102.7	118.6	89.6	77.2	87.5	88.1	78.9	74.1
1958-59:										
October-December	87.8	2/	88.7	2/	2/	87.7	93.4	95.0	79.0	2/
January-March										
April-June										
July-September										
Season average										

1/ Delicatessens, department stores, dairies, roadside markets, fruit stands, etc. 2/ Too few purchases reported for analysis. 3/ Data not available.



Table 23. FRESH GRAPEFRUIT - FLORIDA

Consumer purchases and average prices paid, by regions and retail outlets, October 1957 to date

Period	Region						Retail outlet			
	United States	North-east	North-Central	South	Mountain-South-west	Pacific	Independent stores	National chains	Regional chains	Other outlets 1/
TOTAL PURCHASES:	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes
1957-58:										
October-December	2,985	1,275	1,075	495	82	58	931	970	829	255
January-March	3,515	1,655	1,118	658	37	47	1,157	1,018	934	406
April-June	1,487	845	356	214	38	34	611	232	360	284
July-September	65	27	2/	2/	2/	2/	2/	2/	2/	2/
Total	8,052	3,802	2,564	1,385	161	140	2,722	2,228	2,149	953
1958-59:										
October-December	1,910	965	534	343	30	38	541	589	557	223
January-March										
April-June										
July-September										
Total										
AVERAGE SIZE OF PURCHASE:	Units	Units	Units	Units	Units	Units	Units	Units	Units	Units
1957-58:										
October-December	5.1	4.5	5.8	5.4	4.9	3.4	3/	5.5	3/	5.8
January-March	5.1	4.4	6.0	5.7	3.6	4.0	4.6	5.3	4.7	7.5
April-June	4.0	3.7	4.4	4.6	3.9	3.5	4.0	3.3	3.6	5.2
July-September	3.2	2.6	2/	2/	2/	2/	2/	2/	2/	2/
1958-59:										
October-December	5.1	4.5	5.6	6.2	4.5	3.9	4.4	5.5	4.9	7.3
January-March										
April-June										
July-September										
PURCHASES PER 1,000 POPULATION:	Boxes	Boxes	Boxes	Boxes	Boxes	Boxes				
1957-58:										
October-December	18.0	27.8	23.0	12.5	4.8	3.4				
January-March	21.1	35.9	23.8	16.6	2.2	2.7				
April-June	8.9	18.3	7.6	5.4	2.2	2.0				
July-September	.4	.6	2/	2/	2/	2/				
1958-59:										
October-December	11.3	20.7	11.3	8.6	1.7	2.2				
January-March										
April-June										
July-September										
AVERAGE PRICE PAID PER DOZEN:	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents
1957-58:										
October-December	90.1	96.9	83.0	80.8	103.5	132.2	3/	85.6	3/	83.6
January-March	98.8	109.6	92.4	82.5	141.1	133.5	103.4	92.6	102.1	94.4
April-June	130.5	140.4	123.7	104.5	150.0	151.7	126.1	145.7	142.8	113.4
July-September	144.3	164.9	2/	2/	2/	2/	2/	2/	2/	2/
Season average	101.1	111.8	92.6	85.7	122.9	137.4	107.0	94.5	103.2	96.4
1958-59:										
October-December	97.0	107.7	92.8	73.2	147.0	123.5	104.8	95.9	95.8	84.0
January-March										
April-June										
July-September										
Season average										

1/ Delicatessens, department stores, dairies, roadside markets, fruit stands, etc. 2/ Too few purchases reported for analysis. 3/ Data not available.

Table 24. FRESH GRAPEFRUIT - UNIDENTIFIED

Consumer purchases and average prices paid, by regions and retail outlets, October 1957 to date

Period	Region						Retail outlet			
	United States	North-east	North-Central	South	Mountain-South-west	Pacific	Independent stores	National chains	Regional chains	Other outlets 1/
	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000
TOTAL PURCHASES:	boxes	boxes	boxes	boxes	boxes	boxes	boxes	boxes	boxes	boxes
1957-58:										
October-December	1,156	315	519	173	73	76	479	241	335	101
January-March	1,568	416	752	190	112	98	661	351	428	128
April-June	780	188	338	92	68	94	370	145	166	99
July-September	158	29	58	2/	16	39	80	22	36	2/
Total	3,662	948	1,667	471	269	307	1,590	759	965	348
1958-59:										
October-December	777	194	380	103	59	41	315	177	230	55
January-March										
April-June										
July-September										
Total										
AVERAGE SIZE OF PURCHASE:	Units	Units	Units	Units	Units	Units	Units	Units	Units	Units
1957-58:										
October-December	4.7	3.7	5.7	4.4	4.8	4.5	3/	4.2	3/	5.5
January-March	4.9	4.0	5.8	4.2	5.3	4.7	4.8	4.8	4.9	6.4
April-June	4.1	3.3	4.5	4.2	3.7	4.7	4.1	3.9	4.0	4.9
July-September	3.8	3.2	4.3	2/	2.9	4.4	3.5	3.7	3.6	2/
1958-59:										
October-December	4.6	3.6	5.4	4.5	4.2	4.0	4.5	4.4	4.7	5.0
January-March										
April-June										
July-September										
PURCHASES PER 1,000 POPULATION:	Boxes	Boxes	Boxes	Boxes	Boxes	Boxes				
1957-58:										
October-December	6.9	6.9	11.1	4.4	4.3	4.4				
January-March	9.4	9.0	16.0	4.8	6.5	5.8				
April-June	4.7	4.1	7.2	2.3	4.0	5.5				
July-September	.9	.6	1.2	2/	.9	2.2				
1958-59:										
October-December	4.6	4.2	8.0	2.6	3.5	2.4				
January-March										
April-June										
July-September										
AVERAGE PRICE PAID PER DOZEN:	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents
1957-58:										
October-December	89.4	105.8	81.2	90.8	98.0	80.3	3/	94.8	3/	76.5
January-March	90.4	110.1	82.7	98.4	82.8	82.0	93.1	90.6	93.1	68.6
April-June	117.6	137.0	116.3	115.0	130.3	93.2	116.3	128.2	123.5	96.8
July-September	139.5	181.6	148.9	2/	154.4	103.5	129.1	177.5	152.7	2/
Season average	98.2	116.0	91.1	100.7	102.3	87.6	100.5	102.5	97.4	81.3
1958-59:										
October-December	100.2	122.8	91.7	92.6	102.4	106.5	103.0	102.4	95.7	96.1
January-March										
April-June										
July-September										
Season average										

1/ Delicatessens, department stores, dairies, roadside markets, fruit stands, etc. 2/ Too few purchases reported for analysis. 3/ Data not available.

Table 25. CANNED GRAPEFRUIT SECTIONS

Consumer purchases and average prices paid, by regions and retail outlets, October 1957 to date

Period	Region						Retail outlet			
	United States	North-east	North-Central	South	Mountain-South-west	Pacific	Independent stores	National chains	Regional chains	Other outlets
	1,000 cases	1,000 cases	1,000 cases	1,000 cases	1,000 cases	1,000 cases	1,000 cases	1,000 cases	1,000 cases	1,000 cases
TOTAL PURCHASES:										
1957-58:										
October-December	803	288	211	126	48	130	306	275	219	3/
January-March	872	371	248	84	52	117	310	317	239	3/
April-June	974	377	296	105	51	145	359	359	244	3/
July-September	965	390	323	98	36	118	344	336	275	3/
Total	3,614	1,426	1,078	413	187	510	1,319	1,287	977	3/
1958-59:										
October-December	897	317	335	84	43	118	333	282	269	3/
January-March										
April-June										
July-September										
Total										
AVERAGE SIZE OF PURCHASE:										
1957-58:										
October-December	37.4	34.6	36.4	43.9	38.8	38.2	4/	39.9	4/	3/
January-March	36.4	35.5	36.4	44.1	33.2	36.4	33.2	44.7	33.3	3/
April-June	35.7	34.3	34.7	39.6	34.9	37.6	36.1	38.8	31.3	3/
July-September	35.8	36.9	35.4	42.5	27.8	34.0	34.2	40.3	33.7	3/
1958-59:										
October-December	36.1	34.1	38.6	37.1	31.8	36.1	34.3	41.0	34.4	3/
January-March										
April-June										
July-September										
PURCHASES PER 1,000 POPULATION:										
1957-58:										
October-December	4.8	6.3	4.5	3.2	2.8	7.6				
January-March	5.2	8.1	5.3	2.1	3.0	6.9				
April-June	5.8	8.2	6.3	2.6	3.0	8.5				
July-September	5.8	8.4	6.9	2.4	2.1	6.8				
1958-59:										
October-December	5.3	6.8	7.1	2.1	2.5	6.8				
January-March										
April-June										
July-September										
AVERAGE PRICE PAID PER NO. 303 CAN:										
1957-58:										
October-December	19.1	18.2	18.5	18.9	21.9	19.9	4/	17.5	4/	3/
January-March	19.2	18.5	18.9	19.4	20.2	20.6	20.9	17.9	18.9	3/
April-June	19.9	18.6	19.7	20.7	19.9	21.3	21.3	18.4	19.5	3/
July-September	20.2	18.9	19.7	21.5	21.8	22.1	21.9	18.7	19.7	3/
Season average	19.6	19.3	19.2	20.2	20.9	20.4	21.2	18.2	19.3	19.2
1958-59:										
October-December	20.4	19.6	19.7	21.5	22.0	21.6	22.1	18.8	19.8	3/
January-March										
April-June										
July-September										
Season average										

1/ Delicatessens, department stores, dairies, roadside markets, fruit stands, etc. 2/ Equivalent cases of 24 No. 2 cans...480 ounces per case. 3/ Too few purchases reported for analysis. 4/ Data not available.

Comparable data for 1956-57 appear in CPFJ-73 (July-September 1958).



Table 26. FRESH LEMONS

Consumer purchases and average prices paid, by regions and retail outlets, October 1957 to date

Period	Region						Retail outlet			
	United States	North-east	North-Central	South	Mountain-South-west	Pacific	Independent stores	National chains	Regional chains	Other outlets 1/
TOTAL PURCHASES:	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000
1957-58:	boxes	boxes	boxes	boxes	boxes	boxes	boxes	boxes	boxes	boxes
October-December	790	213	138	286	89	64	383	153	175	79
January-March	814	215	164	272	93	70	393	168	188	65
April-June	1,284	291	245	533	131	84	619	271	306	88
July-September	1,541	377	307	595	162	100	746	306	375	114
Total	4,429	1,096	854	1,686	475	318	2,141	898	1,044	346
1958-59:										
October-December	703	181	123	261	75	57	372	129	145	57
January-March										
April-June										
July-September										
Total										
AVERAGE SIZE OF PURCHASE:	Units	Units	Units	Units	Units	Units	Units	Units	Units	Units
1957-58:										
October-December	6.4	5.4	5.7	8.0	6.3	5.5	2/	6.4	2/	7.2
January-March	6.2	4.9	5.9	7.8	6.2	5.5	6.3	6.1	6.0	6.9
April-June	7.2	5.9	7.1	8.5	6.5	6.2	7.2	7.3	7.3	7.5
July-September	7.8	6.6	7.9	9.3	6.9	6.5	7.8	7.9	7.8	8.0
1958-59:										
October-December	6.5	5.2	5.6	8.3	6.2	5.3	6.7	6.2	6.1	7.1
January-March										
April-June										
July-September										
PURCHASES PER 1,000										
POPULATION:	Boxes	Boxes	Boxes	Boxes	Boxes	Boxes				
1957-58:										
October-December	4.7	4.6	3.0	7.2	5.2	3.7				
January-March	4.9	4.7	3.5	6.9	5.4	4.1				
April-June	7.7	6.3	5.2	13.4	7.6	5.0				
July-September	9.2	8.2	6.6	14.8	9.4	5.8				
1958-59:										
October-December	4.2	3.9	2.6	6.7	4.4	3.3				
January-March										
April-June										
July-September										
AVERAGE PRICE PAID PER										
DOZEN:	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents
1957-58:										
October-December	45.9	52.4	55.4	38.7	44.9	48.6	2/	49.1	2/	39.9
January-March	47.0	53.2	57.1	39.2	45.9	47.7	45.8	49.8	49.7	39.9
April-June	43.7	50.9	51.4	38.0	44.0	45.8	43.2	45.3	44.6	40.1
July-September	42.5	49.2	48.6	36.6	43.6	44.0	42.0	44.0	43.0	40.0
Season average	44.2	51.0	52.1	37.8	44.4	46.2	43.4	46.3	45.6	40.0
1958-59:										
October-December	44.8	52.0	55.1	37.8	44.1	47.7	43.3	47.2	47.9	42.4
January-March										
April-June										
July-September										
Season average										

1/ Delicatessens, department stores, dairies, roadside markets, fruit stands, etc. 2/ Data not available.

Comparable data for 1956-57 appear in CPFJ-73 (July-September 1958).

Table 27. FRESH TANGERINES

Consumer purchases and average prices paid, by regions and retail outlets, October 1957 to date

Period	Region						Retail outlet			
	United States	North-east	North-Central	South	Mountain-South-west	Pacific	Independent stores	National chains	Regional chains	Other outlets <sup>1/</sup>
	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes
TOTAL PURCHASES:										
1957-58:										
October-December	1,422	646	406	241	47	82	609	294	316	203
January-March	417	206	69	69	2/	58	213	50	70	84
Total 3/	1,872	873	475	310	65	149	852	347	386	287
1958-59:										
October-December	1,332	572	418	242	54	46	513	310	360	149
January-March										
Total 3/										
AVERAGE SIZE OF PURCHASE:	Units	Units	Units	Units	Units	Units	Units	Units	Units	Units
1957-58:										
October-December	10.6	9.8	11.2	14.5	7.6	8.8	4/	10.4	4/	11.4
January-March	10.6	9.9	11.5	13.9	2/	9.5	10.8	9.6	8.9	12.7
1958-59:										
October-December	11.8	10.8	12.9	14.7	8.9	8.7	11.5	12.3	11.3	13.8
January-March										
PURCHASES PER 1,000 POPULATION:	Boxes	Boxes	Boxes	Boxes	Boxes	Boxes				
1957-58:										
October-December	8.5	14.1	8.7	6.1	2.8	4.8				
January-March	2.5	4.5	1.5	1.7	2/	3.4				
1958-59:										
October-December	7.9	12.3	8.8	6.0	3.1	2.7				
January-March										
AVERAGE PRICE PAID PER DOZEN:	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents
1957-58:										
October-December	44.4	46.9	44.6	35.7	53.2	49.5	4/	45.3	4/	41.5
January-March	46.3	49.2	47.0	35.8	2/	47.0	45.8	49.8	49.7	39.9
Season average	44.9	47.5	45.0	35.7	54.8	48.4	46.0	46.1	45.5	39.4
1958-59:										
October-December	40.1	42.6	38.2	32.3	49.4	59.8	42.5	38.0	41.0	34.0
January-March										
Season average										

<sup>1/</sup> Delicatessens, department stores, dairies, roadside markets, fruit stands, etc. <sup>2/</sup> Too few purchases reported for analysis. <sup>3/</sup> Includes small quantities purchased during April-September. <sup>4/</sup> Data not available.







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